

MINUTES



Meeting: Board of Directors Meeting
Location: Golden 1 Center & Video/Tele Conference
Date/Time: July 15, 2021 ▪ 12:00 pm
Prepared By: Elizabeth Anderson

The original agenda was prepared and posted in compliance with the provisions of the Ralph M. Brown Act noting that board action may occur on any identified agenda item.

I. Call to Order

A meeting of the Board of Directors of Visit Sacramento was held at the Golden 1 Center and via video and teleconference in Sacramento, CA. Board Chair Shelly Moranville called the meeting to order at 12:16pm. It was established that a quorum was present, and the following attendance was recorded:

Present

Directors

Alex Rodrigo	Joe Chiodo
Barry Miller	Kipp Blewett
Bay Miry	Mabel Salon
Christine Calvin	Nikki Carlson
David Huber	Rick Pickering
Denia Phillips	Royce Pollard
Erika Bjork	Shelly Moranville
Greg Shaw	Stacey Kauffman
Heather Andrade-Neumann	Terry Harvego

Industry Advisors

Michael Ault, <i>Downtown Sacramento Partnership</i>	Mark Davis, <i>Sacramento County Department of Airports</i>
Emily Baime Michaels, <i>Midtown Association</i>	Matt Voreyer, <i>SAFE Credit Union Convention Center</i>
Jody Ulich, <i>Dept of Convention & Cultural Services</i>	

Guests who attended all or a portion of the meeting

Jose Hermocillo, Liz Lorand Williams

Visit Sacramento Staff

Mike Testa, Sarah Atilano, Kari Miskit, Daniel Santucci, David Eadie, Elizabeth Anderson (*recording secretary*)

ABSENT

Directors and Industry Advisors

Doug Warren	Steve Young
Henry de Vere White	Amanda Blackwood
John Lambeth	Howard Chan
Josh Nelson	Kim Nava
Sami Qureshi	Mayor Darrell Steinberg

II. Public Comments – Matters Not on the Agenda

Board Chair Shelly Moranville called for public comment on items not listed on the agenda; there were no matters presented.

III. Approval of Board Meeting Minutes: May 20, 2021

There being no changes to the May 20, 2021, minutes, ***Rick Pickering motioned to approve the minutes as presented; David Huber seconded. [Vote: Unanimous]***

IV. Chair's Report

Chair Moranville shared that the budget being reviewed has been approved by the STMD committee.

New Board Member Approval

Chair Moranville discussed adding two new board members as listed below:

- a. Jeroen Gerrese, Sheraton Grand, General Manager
- b. Patrick Miller, Hyatt Regency, General Manager

Moranville and Mike Testa both shared the importance of having them on the board, especially for the hotel community.

There being no objections to the new board members, ***David Huber motioned to approve the new members as presented; Alex Rodrigo seconded. [Vote: Unanimous]***¹

V. President's Report

B. FY 2021/22 Budget Review and Approval

Testa began the conversation by sharing how the budget funding was estimated conservatively as the market is still returning to pre-pandemic levels. He continued that the CARES Grant was used in the previous Fiscal Year.

Erika Bjork asked if about the additional city funding and Testa shared that there were discussions with the city about helping the hospitality industry, specifically restaurants and hotels. We spoke to a local union who wanted to put together a program to incentivize a people to return to work and we have been supportive of that. Visit Sacramento is not asking for any additional funding.

Overall Budget:

- Discussed Variance in Salaries due to furloughs, layoffs, and additional new positions. There is also room in the budget in case new positions need to be added, which the market will dictate
- Financial commitment to DEI; it was noted that this is not something we have dedicated money to in the past
- Discussed the budget codes and how funding is allocated
- Discussed how the tradeshow line items have been combined to streamline coding of events

Budget Rational

- Prioritize Convention Sales to Solidify Future Foundation
 - Convention Sales Represents the largest investment in this budget
- Invest in sporting events to attract immediate spending and to fuel long-term growth
- Drive Pandemic Recovery for our stakeholders and partners
 - Invest in Leisure Travel to attract immediate spending and to fuel long-term growth
 - Actively market scheduled events to out-of-market visitors
 - Place stronger emphasis on marketing platforms (video, streaming, creative development, targeted advertising buys)
- Foresee recovery trends to strategically add new staff
- Add to our existing capabilities with specialized contractors
 - Utilize relationships to create consistency and cost savings
- Remain nimble to invest in opportunities that create new demand in the market
 - Music festivals, the 9950, etc.

Administration

- Variance due to not spending much in this area last year including salary and wage changes
- This section of the budget includes board meetings as well as they are planned to be in person again

Marketing

- Kari Miskit discussed the Media FAMs and Sales Missions and how they used to be separate lines item's and are now combined, but that the budget has stayed relatively the same for this line item.
- Consumer/Leisure Travel – Added to the budget and it is an investment in video marketing and promotion of those. It is showing to be very effective.
- Creative Agency fees – With the changes in staffing we have hired subcontractors such as Position Interactive for leisure marketing and Digital Edge for convention marketing to extend the reach of the team.
- Ad Placement for Consumer/Leisure travel is also increased, and it is an important spend for drive markets to get people to come to town for the weekend.
 - Discussed the first campaign video and how well it is doing on YouTube and the audience that it is reaching.

Sports Marketing

- David Eadie discussed the increase in sports promotion for local tickets to drive business developments.
- Shared events with revenue are ticketed events and they normally balance the total send.
- Bid Support is for events that money has been committed to. In previous years they were separate line items and this year they are combined to match how the Convention Sales budget is set up for streamlining.

Convention Sales

Sarah Atilano discussed the Convention Sales Budget including:

- Tradeshows line item includes 28 tradeshows over 12 months
- Sales Missions have been increased and the team will be going to multiple destinations
- FAM Tours – Four to five FAM tours focused on larger events such as Farm to Fork and RCMA.
- TAP Report is no longer in production and we are now using FuturePace, there is a cost savings with this, and it integrates into our CRM.
- Bid Support is a large number as always as some groups require financial support to come to book.
- Services has no major changes in that department and was left similar to last year

Tourism

Testa shared that the entire tourism team was laid off last year, due to the pandemic. This department has traditionally led group travel opportunities, mainly from Europe. With international group travel on hold for the foreseeable future, Testa continued that we are not going to turn our back on this market, but we think we can spend our money better. It will serve us well to build this city up to be more attractive. We still have our relationship with Black Diamond who will help us with tourism and media publications through Europe. Sonya, Sarah, and Mike will still go to tradeshows.

Partner Marketing

Atilano shared that the biggest change is the planned revenue. In the last FY the paid partnership fees were waived and we are looking to start charging those again at the beginning of 2022. New custom marketing packages are also starting this year to drive revenue.

Travel will be to DC Cap to Cap, Study Mission and Destination International Partnership and Advocacy Summits.

Community Relations

Testa shared that the Annual State of the Hospitality Industry Luncheon has been added back to the budget for next June. He continued stating that the Farm to Fork events are the largest increase as no events were held in 2020 so the year over year variance is large. There was also an increase from the 2019 event to 2021 for additional advertising throughout Northern California.

Budget Discussion

The board discussed the pent-up demand in the market and that the events that are planned in the area that will help with this demand. They also discussed the Tourism department and what the difference between individual and group travel is and how it is measurable for the return on investment.

***Heather Andrade-Neumann* moted to approve the budget as presented; *Christine Calvin* seconded. [Vote: Unanimous]**

C. SAFE Credit Union Convention Center Update

Atilano shared that the group is planning for the August board meeting will be at the center with the date being changed to August 26th. Once the meeting is confirmed an email will be sent out with the date change.

Bay Miry asked questions regarding timing of the fencing being removed from around the center and when the first large events will return. Matt Voreyer shared that the construction fencing is planned to come down during the next four weeks. Voreyer continued that SacAnime will be the first convention and more conference are scheduled following it. There are concerts scheduled for the Memorial Auditorium and Hamilton will be opening at the Performing Arts Center in September.

Voreyer added that the Convention Center team is working with Downtown Sacramento Partnership to activate the plaza on K Street between the center and performing arts theater. Atilano mentioned that the majority of the conventions currently booked at the center are city wide groups with a handful of other small groups happening in the building through the end of the year. Atilano added that the first six months of 2022 has many in person events booked at the center and the area will be very active.

D. Leisure Campaign Progress

Miskit shared that the “Wake Up in Sacramento” campaign was running in all drive markets and that there were buys on YouTube, commercials, streaming platforms. Miskit continued that many are currently in place and the creative is shifting to showcase the Farm to Fork events. The day the lineup was announced someone from Portland called because she wanted to ensure there was no capacity limits before booking her hotel for the festival.

E. Digital Edge Contract Approval

The digital edge contract approval was automatically approved with the fiscal year 2021/2022 budget based on the approved contract signing policy.

F. Colour of Music Contribution Approval

Testa shared that the African American Classical music symphony and it is currently happens on the east coast and does not have a west coast destination. Many of you will remember from the previous board retreat that we are wanting to create the “9950” with four back-to-back weekends of music festivals. This fits very nicely into the mix as we want to make sure we are bringing in a variety of music. It would be in the new theater. We have committed to \$100,000 which is built into the budget and looking to other partners for the remaining \$150,000 they requested including sponsors and as well as Councilmember Rick Jennings. We think it is a great way to demonstrate to this community and our partners that we are inclusive.

The Colour of Music contribution approval was automatically approved with the fiscal year 2021/2022 budget based on the approved contract signing policy.

VI. Staff Reports

The May and June 2021 department reports and Financial Reports as of June 30, 2021, were e-mailed to the board for their review prior to the meeting.

VII. Items for Future Agendas

None at this time.

VIII. Adjournment

Board Chair Shelly Moranville adjourned the meeting at 1:13pm.

Respectfully submitted,



Elizabeth Anderson
Office Administrator
(Recording Secretary)



Mike Testa
President & CEO