

SACRAMENTO TOURISM MARKETING DISTRICT (STMD)

This agenda has been prepared and posted in compliance with the provisions of the Ralph M. Brown Act. Board action may occur on any identified agenda item.

Regular Meeting of the Tourism District Committee

Tuesday, October 10, 2017

11:00 a.m. – 1:00 p.m.

Visit Sacramento / 1608 I Street / Sacramento, California

AGENDA

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| A. | Call to Order/Roll Call of Committee Members
Zone 1: Kathleen Gilbey, Liz Tavernese, Scott VandenBerg
Zone 2: Doug Warren (Chair), Sami Qureshi | Zone 3: Steve Young
Zone 4: David Huber | Warren |
| B. | Public Comments – Matters Not on the Agenda
<i>Public comment on items not listed on the agenda will be heard at this time.
Public comment is taken on items listed on the agenda when those items are addressed.</i> | | Warren |
| C. | Review and Approval of STMD Tourism Committee Meeting Minutes
1. Regular Meeting: July 10, 2017 | | Committee |
| D. | Committee Composition
1. Election of Vice Chair
2. Appointments of Committee Member(s) by SHA Board | | Committee |
| E. | FY2017-18 Zone Funding Applications for Review or Approval
<i>(In Date Order; Zone Designations Shown Subject to Change)</i>
1. Zone 1: Joint SLC Utah Sales Trip 2017 (Hyatt/Sheraton) – April 3-5, 2017
2. Zone 2: Amgen Tour 2017-Parking (Hilton/DoubleTree) – May 11-20, 2017
3. Zone 1: IMEX America 2017 (Hyatt/Sheraton) – October 9-13, 2017
4. Zone 2: CCAC Conference 2017 (Hilton/DoubleTree) – October 9-13, 2017
5. Zone 2: CCSESA Math & Science 2017 (Hilton/DoubleTree) – October 17-19, 2017
6. Zone 2: CAPP Network Conference 2017 (Hilton/DoubleTree) – October 17-20, 2017
7. Zones 1-4: Aftershock Festival 2017 (Danny Wimmer Presents) – October 21-22, 2017
8. Zone 1: East Coast Sales Trip 2017 (Hyatt/Sheraton) – November 12-17, 2017
9. Zones 1-4: Seasonal Spectacular 2017 (Visit Sacramento) – December 13-14, 2017
10. Zones 1-4: Seasonal Spectacular 2018 (Visit Sacramento) – December 2018
11. Zone 1: RCMA Emerge 2017 (Hyatt/Sheraton) – January 30-February 1, 2018
12. Zone 2: RCMA Emerge 2017 (DoubleTree) – January 30-February 1, 2018
13. Zone 2: RCMA Emerge 2017 (Hilton Arden West) – January 30-February 1, 2018 | | Presenters /
Committee |
| F. | STMD Zone Funding and Post-Event Reports
1. Final 6/30/17 Funding Reports: Statistics/Summary/Detail
2. Preliminary Application Funding Report: 9/30/17
3. 1% Contingency/Renewal Funds Report: 9/30/17
4. Zone Funding Financial Reports: Summary and Detail 9/30/17
5. Post-Event Recap Reports (<i>applicable to this meeting's fund applications</i>) | | Staff |
| G. | New Business | | Committee |
| H. | Future Meetings and Agenda Items | | Committee |
| I. | Adjournment | | Committee |

Public Comment

Any member of the public may directly address the Committee on any identified agenda item of interest, either before or during the Committee's consideration of that item. Speakers are requested to restrict comments to the item as it appears on the agenda and stay within a five-minute time limit. The Committee Chair has the discretion of limiting the total discussion time for an item.

Written Material Introduced into the Record

Any citizen wishing to introduce written material into the record at the meeting on any item is requested to provide a copy of the written material to the Committee, c/o Visit Sacramento, 1608 I Street, Sacramento, CA 95814.

Accommodating Individuals with Special Needs

Meeting facilities are accessible to persons with disabilities. Should you require special assistance to participate in the meeting, please notify Visit Sacramento staff at (916) 808-7782 at least 48 hours prior to the meeting.