

SACRAMENTO TOURISM MARKETING DISTRICT

MINUTES

Regular Meeting of the Tourism District Committee

Tuesday, October 10, 2017

Visit Sacramento

1608 I Street, Sacramento, CA

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.

A. Call to Order / Roll Call

Committee Chair Doug Warren called the meeting to order at 11:01 a.m. and conducted a roll call of the committee as follows:

PRESENT

Committee Members

Zone 1: Kathleen Gilbey, Liz Tavernese and Scott Vandenberg

Zone 2: Sami Qureshi and Doug Warren (Chair)

Zone 4: David Huber

Sacramento Hotel Association

Teresa Stephenson, Executive Director

Visit Sacramento Staff

John Reyes, Sonya Bradley, Sarah Atilano, Mike Sophia, Dan Santucci, Sherlynn Clifford (*Recording Secretary*)

Guests present for a portion or the entire meeting

Ginger Levert, Hilton Sacramento Arden West

Yvonne Magneheim, DoubleTree by Hilton Sacramento

Jonatha Monetti, Hilton Sacramento Arden West

Lynda Sagar, Sheraton Grand Sacramento

ABSENT

Committee Members

Zone 3: Steve Young

B. Public Comments – Matters Not on the Agenda

Chair Doug Warren called for public comment on items not listed on the agenda; there were no matters presented.

A. Review and Approval of STMD Tourism Committee Meeting Minutes: July 10, 2017

There being no discussion, ***Kathleen Gilbey motioned to approve the July 10, 2017, minutes as submitted; Sami Qureshi seconded. [Vote: Unanimous]***

B. Committee Composition

1. Election of Vice Chair

Doug Warren asked for a motion to approve Kathleen Gilbey as Vice Chair. ***Liz Tavernese motioned to approve Warren's Vice Chair recommendation; David Huber seconded. [Vote: Unanimous]***

2. Appointments of Committee Member(s) by SHA Board

Teresa Stephenson reported that the SHA board of directors appointed David Huber as the Zone 4 representative to the STMD Committee. Huber will complete the balance of Jeroen Gerrese's unexpired term through December 31, 2018. Stephenson said the SHA board also took appointment actions regarding other STMD committee terms as follows:

Kathleen Gilbey-Zone 1: Appointed to complete an unexpired three-year term through 12/31/18

Scott Vandenberg-Zone 1: Appointed to second three-year term for years 2018, 2019 and 2020

Sami Qureshi-Zone 2: Appointed to full three-year term for years 2018, 2019 and 2020

Steve Young-Zone 3: Appointed to full three-year term for years 2018, 2019 and 2020

C. FY2017-18 Zone Funding Applications for Review or Approval

Prior to fund application presentations, Doug Warren informed the guests of the time limits for presentations.

1. Zone 1: Joint SLC Utah Sales Trip 2017-Hyatt/Sheraton (Initial Request: \$2,000)

Presenter(s): Linda Sagar, Sheraton Grand

Presentation: Sagar reported that the application is for reimbursement of expenses for the sales trip; the actual amount for each property of \$1,112 includes hotel and airfare. Sagar noted there was at least one lead received as a result of the trip.

MOTION: Scott Vandenberg motioned to approve the application as submitted; Kathleen Gilbey seconded. [Vote: Unanimous]

2. Zone 2: Amgen Tour 2017-Parking-Hilton/DoubleTree (Initial Request: \$1,200)

Presenter(s): Ginger Levert, Hilton Sacramento Arden West

Presentation: Levert said the application is for reimbursement of expenses for 90 parking spaces for the Amgen teams. Levert added that while initial funding for other Amgen expenses was approved for the Hilton only; both the Hilton and DoubleTree booked over 900 room nights, plus additional room nights were booked for the media, etc.

Committee Review: Warren asked about the negotiations for room nights and Mike Sophia reported that Visit Sacramento paid for a portion of the rooms, although Amgen Tour of California paid for a larger portion.

MOTION: Scott Vandenberg motioned to approve the application as submitted; Liz Tavernese seconded. [Vote: Five Approved; One opposed (Warren)]

3. Zone 1: IMEX America 2017-Hyatt/Sheraton (Initial Request: \$11,900)

Presenter(s): Linda Sagar, Sheraton Grand

Presentation: Sagar informed the Committee that the Sheraton and Hyatt shared Visit Sacramento's booth for this tradeshow with the intent to book larger group business for the expanded convention center.

Committee Review: Warren asked about the information being shared with prospective clients regarding the expansion. Sarah Atilano said that the team spoke mostly about the expansion moving forward without any details on timing. John Reyes said IMEX is a huge annual tradeshow, so it is beneficial for Sacramento to have a presence at the event. Sagar added that the team pre-scheduled numerous appointments so they anticipate some good leads.

MOTION: Scott Vandenberg motioned to approve the application as submitted; David Huber seconded. [Vote: Unanimous]

4. Zone 2: CCAC Conference 2017-Hilton/DoubleTree (Initial Request: \$2,700)

Presenter(s): Ginger Levert, Hilton Sacramento Arden West

Presentation: Levert said the Credential Counselors and Analysts of California (CCAC) conference, scheduled for four days, was having their eighth year at the DoubleTree with overflow rooms booked at the Hilton Arden West. The DoubleTree has booked 656 room nights, and the Hilton 100 with 59 at peak.

The application is for transportation costs between the two properties, with conference activities occurring during the daytime and in the evenings.

MOTION: David Huber motioned to approve the application as submitted; Kathleen Gilbey seconded. [Vote: Unanimous]

5. Zone 2: CCSESA Math and Science Community of Practice 2017-Hilton/TownePlace Suites Cal Expo (Initial Request: \$2,500)

Presenter(s): Ginger Levert, Hilton Sacramento Arden West

Presentation: Levert reported that this application is for transportation costs between the Hilton and TownePlace Suites Cal Expo. The Hilton has booked 95 room nights, and the TownePlace Suites 49. Both properties are using the sponsored transportation as a tool for securing the contract, with information about the sponsored transportation included in their welcome letter to guests/delegates.

MOTION: David Huber motioned to approve the application as submitted; Scott VandenBerg seconded. [Vote: Unanimous]

6. Zone 2: CAPPA/The Network Conference 2017-Hilton/DoubleTree (Initial Request: \$2,000)

Presenter(s): Ginger Levert, Hilton Sacramento Arden West

Presentation: Levert said the DoubleTree is the host hotel for this four-day, five-night conference. The application is for delegate transportation between the two properties.

MOTION: Scott VandenBerg motioned to approve the application as submitted; Doug Warren seconded. [Vote: Unanimous]

7. Zones 1-4: Aftershock Festival 2017-Danny Wimmer Presents (Initial Request: \$50,000)

Presenter(s): Sarah Atilano, Visit Sacramento

Presentation: Atilano said the Festival is in its sixth year in Sacramento, with more than 300 packages sold representing 6,400 total room nights, and \$6.4 million in economic impact. Atilano said Revolver Magazine and Distinct Magazine made a video this year while on a site visit that features various Sacramento venues (i.e., hotels, restaurants, clothing retailers, and entertainment locations). The video will also be used in the future for promotional activities.

Atilano said this was the organizer's third annual request for funding, with primary focus on advertising outside the Sacramento region. Atilano said advertising includes promotion on Sirius Radio, with Liquid Metal DJs flying in to help promote the festival on the air.

Committee Review: VandenBerg said approval for the requested amount of funding should factor in room nights for a weekend that needs business. VandenBerg noted that although this event continues to grow each year, the committee may wish to consider reducing or halting ongoing funding approvals for the festival. John Reyes suggested creating a sliding scale for approving any future funds, which the committee discussed. Atilano noted that she will plan to have a conversation with festival organizers when she speaks with them next about a two-year contract for 2018 and 2019.

The committee then discussed whether organizers had submitted any Post-Event Recaps for prior years, so that the committee could review. Staff said that they have not received any recaps. As such, Sami Qureshi suggested tabling approval until at least a report for the 2016 festival was received.

Atilano said the organizers have been great partners and work closely with Visit Sacramento to create hotel packages and provide ticket sales information. They have also been discussing adding a country festival to help grow and promote the Sacramento region. Atilano noted that she believes continuing to help fund the festival is in Sacramento's best interest.

MOTION: Doug Warren motioned to approve the amount as requested with the caveat that organizers submit post-event recap reports for 2016 and 2017 before the funds are released; Scott Vandenberg seconded. [Vote: Unanimous]

8. Zone 1: East Coast Sales Trip 2017-Hyatt/Sheraton (Initial Request: \$12,500)

Presenter(s): Linda Sagar, Sheraton Grand

Presentation: Sagar reported that this annual association/client event provides an opportunity for Hyatt, Sheraton and Visit Sacramento staff to host their sales clients at a Kings basketball game that will include updating them about the convention center expansion to increase group business.

Committee Review: Liz Tavernese asked if the event was well attended. Scott Vandenberg said it has traditionally been a popular event as the sales teams have more one-to-one time with their clients.

MOTION: Sami Qureshi motioned to approve the application as submitted; Kathleen Gilbey seconded. [Vote: Unanimous]

9. Zones 1-4: Seasonal Spectacular 2017-Visit Sacramento (Initial Request: \$10,622)

Presenter(s): Sarah Atilano, Visit Sacramento

Presentation: Atilano said the application for funding will help subsidize the difference in the actual per person price and the amount budgeted by CalSAE for the luncheon event at the Seasonal Spectacular. Classique will be hosting the dessert and attendance is expected to be about 800 vs. 650 in the past. The marketing slogan for the lunch is: "Luncheon hosted by the Sacramento Hotel Community."

Committee Review: Sami Qureshi asked if the approved funds would be distributed among all zones. Vandenberg said yes, and noted that it is appropriate to assist in hosting this association-market event.

MOTION: Scott Vandenberg motioned to approve the application as submitted; Doug Warren seconded. [Vote: Unanimous]

10. Zones 1-4: Seasonal Spectacular 2018-Visit Sacramento (Initial Request: \$10,948)

Presenter(s): Sarah Atilano, Visit Sacramento

Presentation: Included in the presentation above.

MOTION: Scott Vandenberg motioned to approve the application as submitted; Doug Warren seconded. [Vote: Unanimous]

11. Zone 1: RCMA Emerge 2018-Hyatt/Sheraton (Initial Request: \$8,000)

Presenter(s): Linda Sagar, Sheraton Grand; and Jonatha Monetti, Hilton Arden West

Presentation: Sagar said the application is for travel costs for the Hyatt and Sheraton as they join the Visit Sacramento sales team at this annual tradeshow for the religious meetings/conventions market, which has brought both small and large group business in previous years to Sacramento.

12. Zone 2: RCMA Emerge 2018-DoubleTree (Initial Request: \$4,000)

Presenter(s): Ginger Levert, Hilton Sacramento Arden West

Presentation: Included in the presentation above.

13. Zone 2: RCMA Emerge 2018-Hilton (Initial Request: \$4,000)

Presenter(s): Ginger Levert, Hilton Sacramento Arden West

Presentation: Included in the presentation above.

MOTION (for 11, 12 and 13): Sami Qureshi motioned to approve the three applications as submitted; Doug Warren seconded. [Vote: Unanimous]

D. Zone Funding and Post Event Recap Reports

1. Final FY2016-17 Zone Funding Financial Reports

The committee reviewed the following reports:

a. Final Funding Report 6/30/17-Overview: Dan Santucci said collections were up at year-end at 109.3% and distributed the final revenue report for FY2017 as follows:

* City of Sacramento:	\$6,229,506
* County of Sacramento:	822,057
* 2% Collection Costs:	<u>141,031</u>
TOTAL:	\$6,910,532

Santucci also reported micro-zone funding for FY2017 was:

	<u>Budgeted</u>	<u>Actual</u>
Zone 1:	\$366,459	\$401,735
Zone 2:	129,680	144,083
Zone 3:	101,292	105,434
Zone 4:	<u>47,743</u>	<u>53,903</u>
TOTAL:	\$645,174	\$705,155

b. Final Zone Funding 6/30/17-Summary and Detail: Santucci shared the final financial breakdown by zone, in summary and detail format, for year-end FY2017.

2. FY2017-18 Zone Funding Financial Reports

The committee reviewed the following reports:

a. Preliminary Application Funding 9/30/17: This report provides a summary of applications to be approved and the projected fund balance by zone.

b. 1% Contingency Renewal Report 9/30/17: Santucci said this report reflects the revenue and expenses for five years (FY13-17), plus projected FY18. The remaining funds balance is \$188,432.

c. Zone Funding 9/30/17: Santucci provided a brief description, by summary and detail, of approved zone funding as of this date.

3. Post-Event Recap Reports

The following post-event recap reports were distributed for the committee’s review prior to the meeting: IMEX America 2016-Sheraton Grand; Aftershock 2015; RCMA Emerge 2017-Hyatt Regency.

E. New Business

Marketing Update

Scott VandenBerg noted that due to the healthy fund balances in each zone, he volunteered to brainstorm marketing ideas with Sonya Bradley for the coming year. Bradley said she thought Spring 2018 would be a good time to kick off a campaign.

Bradley also provided an update from the last meeting about booking widgets. Bradley distributed a summary of her research about aRes versus JackRabbit. Bradley said Visit Sacramento currently uses Expedia, which has been performing well but commented that one of these widgets, if added, will be a great resource in capturing more data. Bradley noted JackRabbit is utilized by most smaller DMOs.

Based on his experience at other destinations, John Reyes shared that many DMOs use booking.com. VandenBerg said the main intent for adding a widget is to obtain better data that will prove room night production, especially for events such as Aftershock and Runnin’ for Rhett. Bradley said the key to obtaining good data is the user experience.

Bradley reported that Visit Sacramento recently signed a one-year contract with ADARA Impact and distributed a document describing how their system connects to Visit Sacramento’s digital media campaigns. Regarding widget implementation, Bradley recommended waiting to make a decision, including a review of booking.com, until after the Spring marketing campaign. VandenBerg asked about using Passkey, which both the Marriott and Hyatt use. The committee then discussed fees and commissions associated with the various systems, after which Bradley said she would include additional research about booking.com and Passkey before making a decision.

F. Future Meetings and Agenda Items

The next regular quarterly meeting is scheduled for January 8, 2018. Sherlynn Clifford announced the schedule of meetings for 2018.

Regular Meeting: Monday, January 8, 2018, at 11:00 am

Regular Meeting: Monday, April 9, 2018, at 11:00 am

Special Meeting: TBD in May 2018

Regular Meeting: Monday, July 9, 2018, at 11:00 am

Regular Meeting: Tuesday, October 9, 2018, at 11:00 am

G. Adjournment

Chair Warren adjourned the October 10, 2017, meeting at 12:31 p.m.