

SACRAMENTO TOURISM MARKETING DISTRICT

MINUTES

Regular Meeting of the Tourism District Committee

Monday, April 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 11:03 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: Doug Warren (Chair)

Zone 3: Steve Young

Visit Sacramento Staff

Steve Hammond, Mike Testa, Sarah Atilano, Mike Sophia, Dan Santucci, Sherlynn Clifford (*Recording Secretary*)

Guests present for a portion or the entire meeting

Kristina Padilla, CCAPP

Jill Harper, Hot Jazz Jubilee

Dennis Fong, DF Softball

Laura Hover, McClellan Conference Center

Yvonne Magneheim, DoubleTree by Hilton

Kelli Hannaford & Fred Palmer, Sacramento Pride

Ginger Levert, Hilton Arden West

Teresa Stephenson, Sacramento Hotel Association

Marie Cicogni, Holiday Inn Downtown Arena

ABSENT

Committee Members

Zone 2: Sami Qureshi

Zone 4: Jeroen Gerrese

B. Public Comments – Matters Not on the Agenda

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

C. Review and Approval of STMD Tourism Committee Meeting Minutes: January 9, 2017

There being no discussion, ***Scott VandenBerg motioned to approve the January 9, 2017 minutes as submitted; Liz Tavernese seconded. [Vote: Unanimous]***

D. FY2016-17 Zone Funding Applications for Review or Approval

1. Zone 4: Barbershop Quarter Annual Convention (Initial Request: \$5,000)

Presenter(s): Laura Hover, McClellan Conference Center (MCC)

Presentation: Hover said the requested funding for this group will assist with event staging and rebooking of the convention for 2019. More than 400 room nights are booked at the Lions Gate and Crowne Plaza for the convention.

Committee Review: Scott VandenBerg said the request meets STMD ROI requirements.

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

2. Zones 2 and 4: CA Consortium of Additional Programs and Professionals (CCAPP)
(Initial Request: \$1,800)

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

Presentation: Levert said the requesting funding is for transportation costs between three properties: Hilton Arden West, Lions Gate and Crowne Plaza. Levert reported the event has concluded and the client paid the transportation costs; as such, funding would be on a reimbursement basis. This event of 300+ attendees is expected to rebook for the future.

Committee Review: VandenBerg said the ROI exceeds requirement by \$50 but since this is repeat business, suggested approval.

MOTION: *Doug Warren motion to approve the request as submitted; Scott VandenBerg second. [Vote: Unanimous]*

3. Zone 4: CA Academy of Nutrition and Dietetics (Initial Request: \$3,000)

Presenter(s): Laura Hover, McClellan Conference Center (MCC)

Presentation: Hover reported that this event has been in Southern California for the past five years and the MCC is seeking a multi-year agreement with the client. The requested funds are for bus transportation between three venues: Lions Gate Hotel (with 325 rooms booked), Crowne Plaza (with 150 hotel rooms booked), and the McClellan Conference Center.

Committee Review: Steve Hammond asked if the group used one hotel in Southern California; Hover said yes. VandenBerg added the request meets ROI requirements.

MOTION: *Scott VandenBerg motioned to approve the request as submitted; Steve Young seconded. [Vote: Unanimous]*

4. Zone 2: California State Retirees (Initial Request: \$800)

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

Presentation: Levert said the request is for transportation funding between two properties: the Hilton as the headquarter hotel with 50 rooms booked, and DoubleTree by Hilton Arden West with 38 rooms booked.

Committee Review: VandenBerg said the request meets ROI requirements.

MOTION: *Scott VandenBerg motioned to approve the request as submitted; Liz Tavernese seconded. [Vote: Unanimous]*

5. Zone 1: Amgen Tour of California 2017 (Initial Request: \$75,000)

Presenter(s): Mike Sophia, Sacramento Sports Commission

Presentation: Sophia announced that Sacramento has the overall start for this year's race and shared the schedule for the weekend of May 12-14, 2017, including team announcements at Friday's Concert in the Park and an after-race wine reception. Four hotel properties have room blocks for the event.

Committee Review: Hammond asked about Visit Sacramento's investment for the event and Sophia said it was half of the budgeted \$350K, down \$50K from 2016. Sophia added the City helps cover the police and parks expense via an event grant.

VandenBerg asked about the number of room nights and Sophia said about 245 have been booked thus far between the four contracted properties, but that does not include rooms outside the block. VandenBerg said the ROI indicates the request does not meet requirement by about \$51,000; however, the committee agreed more room nights were inevitable for that weekend. Liz Tavernese agreed and said her property books about 200 room nights associated with the Tour. Hammond then suggested the application be revised to include additional room nights outside the block for a total of 3,000 room nights. The committee agreed the application should be revised.

MOTION: Doug Warren motioned to approve the application based on the revision to room nights; Liz Tavernese seconded. [Vote: Unanimous]

*** The approved funds are to be prorated between all four zones based on prior history.**

6. Zone 1 and 2: California Democratic Party (Initial Request: \$8,760)

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

Presentation: Levert said this was a large event with 1,795 room nights booked. The business was placed by Betsy Longmire of Visit Sacramento. Levert said the group expressed concern about transportation for attendees between the Point West area and downtown Sacramento Convention Center; the application for funding is to offset that transportation expense. There are four properties connected with this event: Hilton Arden West, Holiday Inn Downtown Arena, Sheraton Grand and Best Western Plus Sutter House, so transportation would run between those properties and the convention center.

Committee Review: VandenBerg asked about a shuttle service between the properties and Levert said she was open for suggestion. The committee then discussed the various options and requirements for transportation businesses.

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

*** The approved funds are to be split between zones 1 and 2.**

7. Zone 1: Sacramento Pride 2017 (Initial Request: \$30,000)

Presenter(s): Kelli Hanniford, Details Details; and Fred Palmer, Outword Media

Presentation: Palmer said the event was in its 33rd year and growing. Previous STMD funding has allowed the group to advertise out of market and has proven successful for attendees returning to Sacramento. Funding has also been used for a portion of the entertainment expenses. This year's entertainment is not confirmed but the group is working to contract with either EnVogue or Leann Rimes. Palmer added any additional revenue from the event goes to the LGBT Community Center.

Committee Review: VandenBerg said this event books a significant number of room nights. Mike Testa said the event's location is confirmed for Capitol Mall and the organizers are also helping cross-promote Visit Sacramento's F2F Taste of Summer Sunday Brunch the following day (June 4). Hanniford said they are also working with Sacramento Republic FC for Pride Night. The committee then discussed the entertainment expense and mentioned the total amount requested is more than last year. VandenBerg calculated the ROI and said more room nights were needed to meet the requirement so he suggested reducing an approved amount.

***MOTION: Scott VandenBerg motioned to approve \$25,000; Kathleen Gilbey seconded.
[Vote: Unanimous]***

8. Zone 1: SGMP National Education Conference 2017 (Initial Request: \$3,600)

Presenter(s): Marie Cicogni, Holiday Inn Downtown Arena

Presentation: Cicogni said she, Yvonne Magneheim from the DoubleTree by Hilton, and Laura Hover from McClellan Conference Center were presenting their applications for funding and while Visit Sacramento decided not to send staff to this year's conference, their properties decided jointly to attend. Their plans are to replicate what Visit Sacramento has done in the past; which is to participate in networking opportunities at the tradeshow; and meet face-to-face with other planners and suppliers during the lunch and dessert reception. They reviewed their expenses and estimated each property's costs would be about \$3,600.

Committee Review: VandenBerg asked if the properties had attended this conference in prior years and Cicogni said yes, with Visit Sacramento. Hammond asked if they had registered their exhibit space and Cicogni said not yet, though space is still available.

***MOTION: Scott VandenBerg approved the request as submitted; Doug Warren seconded.
[Vote: Unanimous]***

9. Zone 2: SGMP National Education Conference 2017 (Initial Request: \$3,600)

Presenter(s): Yvonne Magneheim, DoubleTree by Hilton

Presentation: See above comments in #8.

***MOTION: Scott VandenBerg approved the request as submitted; Doug Warren seconded.
[Vote: Unanimous]***

10. Zone 4: SGMP National Education Conference 2017 (Initial Request: \$3,600)

Presenter(s): Laura Hover, McClellan Conference Center

Presentation: See above comments in #8.

***MOTION: Scott VandenBerg approved the request as submitted; Doug Warren seconded.
[Vote: Unanimous]***

11. Zones 1, 2, 3 and 4: USATF 2017 Outdoor National Championships (Initial Request: \$100,000)

Presenter(s): Mike Sophia, Sacramento Sports Commission

Presentation: Sophia said this event is a qualifier for the World's Outdoor Championships so Sacramento is expecting to see many of the top track and field athletes in attendance. This year's event includes the Juniors (ages 17-20) who were not part of the 2014 championships. Sophia added this will be a big year for the event as next year's Olympics will be largest since 1932.

Committee Review: Hammond said that when he reviewed the budget for this event he hoped the revenue would exceed the expenses, in which case funding would be negated. Doug Warren said his properties did book rooms in 2014; however, lost revenue. Hammond said this year's event should prove to be more successful as staff is spending more time on sponsorships than on operations. VandenBerg reviewed the ROI and said the request exceeded the requirement by a small margin.

The committee then discussed developing a better system of tracking room nights. Sarah Atilano said both aRes and Jack Rabbit housing systems were used for NCAA March Madness, so these systems could be considered. Sophia said he would look into the results to see if it was a good fit for this event. Based on being able to better track room nights, it was then determined the request meets ROI.

***MOTION: Doug Warren motioned to approve the request as submitted; pending reimbursement if the event makes money; Steve Young seconded. [Vote: Unanimous]
* The approved funds are to be prorated between all four zones based on prior history.***

12. Zones 2, 3 and 4: Major League Lacrosse Youth Tournament (Initial Request: \$12,500)

Presenter(s): Mike Sophia, Sacramento Sports Commission

Presentation: Sophia said Dan Pellicano presented this application at the January 9, 2017 meeting; however, the committee declined to approve it at that time citing the need for more information regarding the number of teams and their cities of origin. Sophia said he has since worked with Pellicano and confirmed that he has 31 teams registered with the majority coming from the Bay Area. Sophia said the DoubleTree by Hilton is the headquarter hotel; however, another six properties are listed as a courtesy: Hilton Arden West, Marriott Courtyard-Cal Expo, Lions Gate Hotel, Crowne Plaza, Hampton Inn and Holiday Inn Express.

Committee Review: Warren asked how many members were on a lacrosse team; Sophia said about 25. Testa asked if these types of events bring any revenue and Sophia said not much; however, the goal is to help organizers with the event so they will consider booking a future All-Star Game which would drive more attendance. VandenBerg said the ROI exceeds the requirement so recommended approval.

MOTION: Scott VandenBerg motioned to approve the request as submitted; Liz Tavernese seconded. [Vote: Unanimous]

13. Zone 2: Hot Jazz Jubilee 2017 (Initial Request: \$15,000)

Presenter(s): Jill Harper, Hot Jazz Jubilee

Presentation: Harper said this is a small traditional jazz event that outgrew its first year in Rancho Cordova and moved to the DoubleTree by Hilton in Point West. This year's event was booked for the weekend prior to Labor Day as the DoubleTree was booked Labor Day weekend. Organizers will be utilizing seven locations at the hotel, plus the gazebo area, and are expecting more than 1,000 in attendance from across the nation. The request for funds was increased from \$10,000 in 2016 to \$15,000 in 2017 to help cover the cost of a larger van plus marketing funds.

Committee Review: VandenBerg said the request meets ROI requirements. Warren said this event does book room nights, including at his Marriott properties. The committee discussed the frequency of approving funds for this event, and recommended approving the same amount as 2015 and 2016. VandenBerg also suggested organizers implement a hotel room rebate for future events.

MOTION: Scott VandenBerg motioned to approve \$10,000 with the caveat that organizers create a hotel room rebate in the future; Doug Warren seconded. [Vote: Unanimous]

14. Zones 2 and 4: DF Softball College Showcases (Initial Request: \$22,100)

Presenter(s): Dennis Fong, DF Softball

Presentation: Fong said his request for funding is to help teams with their entry fees and continue improvement of the fields at Freedom Park Softball Complex, as much of the funding last year was spent on irrigation issues. Fong said he is also reaching out to organizations outside the area to help increase out-of-town attendance and hotel room nights. He said teams usually stay two nights and coaches four nights, which he helps with their expenses to help keep the event in Sacramento.

Committee Review: VandenBerg asked if the number of room nights is calculated at 100-150 rooms per night. Fong said yes considering there are four major showcases, each with two-night stays, and more likely three-night stays for teams from Southern California. VandenBerg said the request does not meet ROI requirements; however, Sophia said Fong spends a lot of his own funds trying to keep the facility in repair and is a great partner for the Sacramento Sports Commission. Liz Tavernese asked if Fong has a long-term agreement for the facility, and Fong said yes. After further review by the committee, VandenBerg suggested reducing the funding to \$14,100.

MOTION: *Liz Tavernese motioned to approve \$14,100; Doug Warren seconded. [Vote: Unanimous]*

E. Zone Funding and Post Event Recap Reports

1. FY2016-17 Zone Funding Financial Reports: Summary and Detail 3/31/17

The committee reviewed the following reports:

- a. Contingency/Renewal Funds as of 3-31-17
- b. Preliminary Application Funding Report as of 3-31-17
- c. STMD Summary of Zone Funding as of 3-31-17
- d. STMD Detail of Zone Funding as of 3-31-17

2. Post-Event Recap Reports

The following post-event recap reports were distributed for the committee's review prior to the meeting: CA Consortium of Addiction Programs and Professionals (CCAPP) 2017; Sacramento Pride 2016; SGMP National Conference 2016 (Crowne Plaza); Hot Jazz Jubilee 2016; and DF Softball 2016.

The committee then discussed whether it should be part of the applicant's criteria to submit a Post Event Recap with their invoice. The committee agreed that invoices should be paid at the time of their submission and Post Event Recaps should meet the Guidelines criteria states the recap report should be submitted within 90 days of the event.

3. Budget Approval Process

The committee discussed the budget approval process and decided to revisit the item at the special meeting scheduled for May 8, 2017.

F. New Business

None to report.

G. Future Meetings and Agenda Items

The next meeting is a special meeting scheduled for May 8, 2017 to review Visit Sacramento's draft FY2017-18 budget. The next regular quarterly meeting is scheduled for July 10, 2017.

H. Adjournment

Chair Warren adjourned the April 10, 2017, meeting at 1:12 p.m.