

Board of Directors Meeting
Thursday, February 18, 2016
12:00 p.m.
Minutes

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.

Steve Hammond introduced John Wheat, Executive Director of the Sacramento County Airport System. Wheat welcomed those in attendance and reported the Sacramento International Airport has been performing well since 2015. In 2015, air traffic was up 7.2% and January 2016 reported air traffic up 8.7%. Wheat said projections are still looking favorable for the remainder of 2016 and he anticipates 3.5-5.0% increase by year-end. Wheat also said Southwest will soon start non-stop service to BWI which is 35-minute ride to downtown Washington, DC. Hammond added the flight schedule also offers favorable travel times. Wheat said Jet Blue has also added service to Boston and is continuing to grow; Delta Airlines is adding service; and American Airlines has added some new flights to Dallas and Chicago. Hammond said the County Airport System has been a great partner to the SCVB and added that every 3% increase in available airline seats adds 1% occupancy to hotel rooms.

PRESENTATION–Sacramento Walk of Stars: Scot Crocker, Crocker & Crocker

Hammond introduced Scot Crocker who is developing “Sacramento Walk of Stars” – a walk of fame to celebrate Sacramentans in various fields. Crocker said plans are to install five “stars” on downtown/midtown sidewalks this year. Crocker said he got the idea after seeing Hollywood and Palm Springs walk of stars and thought Sacramento could do the same. He received approval from the City Council in August 2015 to install stars on public walkways and is now moving forward. Crocker then shared a presentation about “Sacramento Walk of Stars” as follows:

- “Sacramento Walk of Stars will be an attraction highlighting the incredible accomplishments of Sacramento’s best in the following fields:
 - Arts and entertainment
 - Sports
 - News and journalism
 - Science and technology
 - Entrepreneurs and business owners
- The criteria is selected in individuals must have lived or been raised in the greater Sacramento region; had national or international significance; and had a positive impact on the Sacramento region.
- The proposed locations are between J and L; and 5th and 21st streets.
- The overall goals are to: build regional and city pride; create a recognition that grows every year and lives into perpetuity; create an attraction for midtown and downtown; and generate economic development opportunities.
- The business will be operated and funded under a 501(c)3 charitable organization; work with a budget of \$120,000 per year with all volunteers; and have a steering committee to help with star selection, coordination publicity, governance and fundraising.
- The launch event and media announcement of the first 5 stars will be in early May 2016, with installation in late August, followed by a VIP Reception and Gala Dinner that evening.

Erin Stafford of Crocker & Crocker then shared a mockup of what a 3' x 3' star will look like, including the name and category recognizing their accomplishments. The stars will cost approximately \$8,000 to produce and will be maintained with help from the Downtown Sacramento Partnership. Crocker said he plans on adding 4-5 stars each year.

Karen Doron asked about the geographic region that will be used to determine candidates and Crocker said from Sacramento and the surrounding counties to as far away as Grass Valley and Placer County. Stafford distributed collateral material describing the program and Crocker said there were also sponsor opportunities available. Crocker also said more information will be forthcoming on social media and their website.

I. **Call to Order**

A meeting of the Board of Directors of the Sacramento Convention & Visitors Bureau (SCVB) was held at the Sacramento International Airport in Sacramento, CA. First Vice Chair Brian Larson called the meeting to order at 12:36 p.m. The following attendance was recorded:

Directors present

Mitchel Benson

Joe Chiodo

Lina Fat

Jeroen Gerrese, *Treasurer*

John Janosko

Brian Larson, *1st Vice Chair*

Shelly Moranville, *Secretary*

Patrick Mulvaney

Rick Pickering

Sami Qureshi

Dennis Raymond

Clint Reed

Mabel Salon

Scott Vandenberg

Doug Warren, *2nd Vice Chair*

Industry Advisors present

Mark Davis, *Sacramento County Airports*

Karen Doron, *County of Sacramento*

Matt Voreyer, *Sacramento Convention Center*

Guests present

Scot Crocker, *Crocker & Crocker*

Erin Stafford, *Crocker & Crocker*

Emilie Cameron, *Downtown Sacramento Partnership*

SCVB employees present

Steve Hammond, *President & CEO*

Mike Testa, *Chief Operating Officer*

Sonya Bradley, *Chief Marketing Officer*

Sarah Atilano, *Director-Convention Sales*

Mike Sophia, *Sacramento Sports Commission*

Dan Santucci, *Director of Accounting*

Sherlynn Clifford, *Executive Assist. (Recording Secty)*

Directors and Industry Advisors not present

Michael Ault, *Downtown Sacramento Partnership*

Kipp Blewett

Butch Corum

Robert Dugan

Tony Giannoni

Richard Hill, *Board Chair*

Kevin Johnson, *City of Sacramento*

Brent Larkin

Steve Mammet, *Past Chair*

John Rinehart

Alison Sandman

John Shirey, *City of Sacramento*

Peter Tateishi, *Sacramento Metro Chamber*

Liz Tavernese

Jody Ulich, *City of Sacramento*

II. Public Comments – Matters Not on the Agenda

Board chair Richard Hill called for public comment on items not listed on the agenda; there were no matters presented.

III. Approval of Board Meeting Minutes: January 21, 2016

There being no changes to the January 21, 2016 minutes, ***Doug Warren motioned to approve the minutes as presented; Sami Qureshi seconded. (Vote: Unanimous)***

IV. Chair's Report

A. Chase Bank Accounts Resolution

Brian Larson said the City of Sacramento changed their bank account so since the SCVB uses the City's account, the SCVB is required to sign new documents and approve a resolution. Dan Santucci asked for a resolution giving approval to open two accounts; the accompanying bank documents were signed by the Executive Committee.

Jeroen Gerrese motioned to approve a resolution opening two bank accounts (one for Payroll and one for Benefits); Rick Pickering seconded. (Vote: Unanimous)

B. 2016 Committee Roster

As follow up to January's meeting, Larson said Sherlynn Clifford sent an email asking for committee signups. Larson encouraged the board to become a member of one or more committees and added that a lot of the SCVB's critical work is done at the committee level. Larson said a new committee was added, Events, as a result of board discussions at the 2015 board retreat and key priorities set for 2016. The focus of this committee will be to look at improving funding and staff resources. Clifford said she will email the revised committee list and descriptions for insertion into the annual board binder once revisions are completed.

V. President's Report

A. SCVB Annual Lunch

Sonya Bradley said the SCVB's annual partner lunch is scheduled for March 17 on St. Patrick's Day and will include a hint of Irish flair. The March date is new since the SCVB's fiscal year was changed and the lunch will include a review for the period July 1, 2014 to December 31, 2015. The program includes a Mayoral Forum of the top two candidates, Darrell Steinberg and Councilmember Angelique Ashby. Hammond said the Mayoral Forum will not be a debate but the SCVB has prepared questions for both candidates that will focus on hospitality-industry topics. Hammond said he was excited about the change in our typical format and both candidates were happy to participate. Attendance is expected to reach the maximum. Steve Mammet will close the lunch by paying tribute to Ed Astone with an Irish toast. Astone, who recently passed, was former Old Sacramento Manager for 30+ years as well as an SCVB board member.

B. Charity Brands

Testa shared that due to the success of Farm to Fork and other events, the SCVB has a tremendous opportunity to grow sponsorships so looking to the future, the SCVB has engaged Charity Brands Consulting (CBC), who has developed strong relationships with some of the largest Fortune 500 companies. Testa said CBC will show the potential sponsors the SCVB's credibility of putting on events and the value of a sponsorship is a modest investment for the return expected. Hammond said that while the SCVB has done well locally and regionally with sponsorships, we need help with national companies.

C. STMD Renewal

Hammond said the current STMD Master District Plan (MDP) expires the end of June 2017 and after counseling with John Lambeth at Civitas, the STMD Committee decided to start the renewal process early which involves giving presentations in each zone. Hammond said the meetings will take place in March to early April and is hopeful the meetings will be well attended so when the petitions are mailed to hoteliers, they will be well educated and we will receive an 80-90% approval. The requirement to renew the MDP is 50% plus 1 and once renewed on July 1, 2017, will be a 10-year plan which will guarantee funding through June 2027. Scott Vandenberg said the committee reviewed the current MDP and is not suggesting many changes, though Zone 3's boundaries will now include the airport, and new language added will give each zone an opportunity in the future to increase their assessment rates. The new language reads:

"Annually, the Sacramento Tourism Marketing District Board may increase the assessment rate in each zone independently by one-half of one percent (0.5%) at the directions of the lodging property within each zone. However, no zone assessment rate shall exceed four percent (4%) of gross short-term room rental revenue."

Hammond said that once presentations are completed, Hearings will be scheduled with both the City and County, Ballots will be mailed and the process will conclude with a Resolution from the City approving the new District.

D. Convention Center/Theater District

Hammond said the Convention Center/Theater District White Paper is almost complete with the help of Brian Larson, Tony Giannoni and a few hand-selected people and will be submitted to John Shirey's office in early March. Hammond said he's engaged Dennis Mangers and Richard Lewis in the process and has been talking to them about options of the project being built all at once or in phases. Hammond also said he received a call from Fran Halbakken at the City who requested contact information for Michael Lockwood of Populous, which is a good signal that the City may continue to use Populous rather than starting a new bid process. Larson added the SCVB thoroughly vetted the architect selection process a few years ago when an RFP was sent to several companies so that will make the City's decision a little easier.

Hammond said Rob Turner has been advocating to build a stand-alone theater at Lot X, which included his recent article in *Sactown Magazine*. Dennis Mangers wrote a rebuttal in the *Sacramento Bee* that renovating the community theater is the best option. Testa then distributed the Hammond's rebuttal which will be published in the *Bee* tomorrow. Hammond said he felt it important to share the SCVB's message to avoid Turner from gathering support for a flawed plan.

Hammond said he and Giannoni also gave a presentation to the Regional Business Council where they were told by the director that the Council was originally going to support Turner's plan but after seeing the SCVB plan, decided to support the Convention Center/Theater District plan.

E. Staff Reports

Convention Sales: Sarah Atilano said the department has started 2016 strong and recently won a bid for bringing Juice Plus back in 2019; had a site tour with Les Schwab and more.

Sports Commission: Mike Sophia reported on the following:

- Facility Development: the Sports Advisory Board is moving forward with sports facilities development and assigned a subcommittee to work on goals. Meetings will also be scheduled for regional partners and a town hall/users group.
- NCAA Basketball: Ticket presale for March Madness 2017 starts March 17 and runs through May.
- NCAA Bid Process: Working with the Sports Advisory Board to sell Sacramento as "THE" NCAA Host City. All bids are due in August.
- USA Track and Field: After hosting a successful 2014 Outdoor Championship, the 2017 Outdoor Championships are returning and a formal announcement is expected soon.
- Amgen TOC: The 2016 event is around the corner with Sacramento hosting the Overall Finish on Sunday, May 22.
- Niello BMW Corporate Run 3.1: Sign ups have begun.

VI. **Committee Reports**

A. Finance

Board Treasurer Jeroen Gerrese reported on the January 2016 financials as follows:

- City STMD: 11.8% ahead of last year
- County STMD: One month behind in payments
- Overall year-to-date net income is \$539K – ahead of budget

VII. **Department Reports**

The January 2016 department reports were e-mailed to the board for their review prior to the meeting.

VIII. **Calendar of Events**

Larson mentioned the dates listed on the agenda.

IX. New Business

A. Support for Unlawful Camping Ordinance

Emilie Cameron, Downtown Sacramento Partnership, shared a copy of a letter the DSP wrote to Mayor Johnson and the City Council regarding support for unlawful camping ordinance after the Council was asked at a recent meeting to overturn the ordinance. Cameron said DSP's letter could be used as a template if anyone else wanted to write to support the ordinance.

B. Legislative Day Reception

Shelly Moranville said she would be distributing an invitation for a reception on the north lawn of the Capitol on Legislative Day, March 1.


X. Adjournment

The meeting adjourned at 1:29 p.m.

Respectfully submitted,



Sherlynn Clifford
Executive Assistant
(Recording Secretary)



Steve Hammond
President & CEO