

*Visit*  
**S A C R ★ M E N T O**

**Board of Directors Meeting**  
**Thursday, February 16, 2017**  
**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.*

**PRESENTATION: MotionLoft**

Valerie Mamone-Werder from the Downtown Sacramento Partnership (DSP) gave a presentation on the DSP's MotionLoft – a compact and discreet, computer-vision enabled sensor program that measures real-time vehicle and pedestrian counts. Steve Hammond said he recently saw the presentation and wanted to share it with the board because it gathers foot traffic data for conventions, visitors and more. Mamone-Werder said, in the past, data was gathered at the request of downtown business owners by having a physical person count the foot traffic on corners. She added the new program is able to determine the traffic by person, bike, etc. and the reports that will be generated will help downtown businesses schedule their hours of operation depending on traffic. She then distributed an example of the report for January 2017 which showed the busiest traffic was during the Comicon convention. Other reports that can be generated include a summary report and trend comparison.

Mamone-Werder said the newest location for one of the units is at 13th and J Streets, with three other units located in Old Sacramento that counted the traffic for the 4th quarter of 2016. Overall, MotionLoft's numbers are greater than previous hand-counted reports by a variance of +5%. Mamone-Werder said the units show traffic within a 30-ft. range but by year-end will be able track via cell phone where someone started and stopped. She added the return on investment is invaluable and the DSP is looking for partners to help share the financial investment at \$5,000 per unit.

Mike Testa asked if the units ever "double counted" and Mamone-Werder said they may but the report factors that possibility by 10%. Testa said the units are a great tool for Visit Sacramento's conventions and events. Michael Ault said the units will also help market Sacramento better because of improved analytics and more clearly defined data – tools that will help tell a more complete story and help potential developers and new companies in their decision-making as they consider Sacramento in their business plans. Hammond said he would like Visit Sacramento to get involved and help with sponsorships. Interested parties should contact Mamone-Werder.

**I. Call to Order**

A meeting of the Board of Directors of Visit Sacramento was held at the DoubleTree by Hilton Sacramento, CA. Board Chair Brian Larson called the meeting to order at 12:11 p.m. The following attendance was recorded:

**PRESENT**

**Directors**

Joe Chiodo

Butch Corum

Lina Fat

Phil Garcia

Jeroen Gerrese, *Treasurer*

John Janosko

Brent Larkin

Brian Larson, *Chair*

Patrick Mulvaney

Rick Pickering

Dennis Raymond

Mabel Salon

Liz Tavernese

Doug Warren, *1st Vice Chair*

**Industry Advisors, or Their Designees**

Michael Ault, *Downtown Sacramento Partnership*

Peter Tateishi, *Sacramento Metro Chamber*

Jody Ulich, *City of Sacramento*

**SCVB Staff**

Steve Hammond, *President & CEO*

Mike Testa, *Chief Operating Officer*

Sonya Bradley, *Chief Marketing Officer*

Sarah Atilano, *VP Sales & Business Development*

Mike Sophia, *Director Sacramento Sports Commission*

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

**ABSENT**

**Directors and Industry Advisors**

Kipp Blewett

Howard Chan, *City of Sacramento  
County of Sacramento*

Mark Davis, *Sacramento County Airports*

Kathleen Gilbey

Shelly Moranville, *Secretary*

Sami Qureshi

John Rinehart

Alison Sandman

Scott VandenBerg

Matt Voreyer, *Sacramento Convention Center*

Steve Young

**II. Public Comments – Matters Not on the Agenda**

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

**III. Approval of Board Meeting Minutes: January 19, 2017**

There being no changes to the January 19, 2017 minutes, ***Mabel Salon motioned to approve the minutes as presented; Doug Warren seconded. [Vote: Unanimous]***

**IV. Chair's Report**

Brian Larson welcomed new board member, Phil Garcia, to the meeting. Garcia said he was happy to join the board. Larson also congratulated Brent Larkin in his new position of general manager at the Kimpton Sawyer Hotel.

**A. CEO Search**

Larson said the new CEO position has been posted with Destination Association Management International; DMAI West and other employment search engines resulting in about 30 applications received thus far, though many have never worked in the convention and tourism industry. The 10-member committee is hoping to review the applications in early March so they can start the interview process, and schedule meetings with staff for their input.

## V. President's Report

### A. Annual Board Binders

Sherlynn Clifford distributed the annual board binders to those present. Also distributed was the 2017 board priorities for inclusion in the binder. Hammond said the priorities were determined at the October 2016 board retreat, as follows:

1. Convention Center support and messaging
2. Visit Sacramento event funding and staffing
3. Strong sustainability and growth of Farm to Fork
4. College hospitality certification programs
5. Sports facility development

Mike Sophia said the sports facility development was put on hold recently so the committee can complete conversations with our regional partners about what is needed, after which the plan is to engage the public/private organizations for support.

### B. PwC 2016 Convention Center Report

Hammond said the PwC (PricewaterhouseCoopers) 2016 report, which evaluates trends in the North American convention industry, was emailed earlier to the board. Hammond then commented on the following pages:

- Key Headlines
  - \* Overall exhibit hall occupancy set a new high-water mark in FY2016 and has remained within the "efficiency range" for the past four years;
  - \* Convention/trade show rental rates increased for the third consecutive year;
  - \* Convention/trade show event attendance decreased for the third consecutive year, falling to its lowest level over the five-year period analyzed;
  - \* Room nights generated per event at the largest-sized centers decreased to a five-year low in FY2016, but remained relatively consistent for medium-, medium-small, and small centers. (Note: Sacramento has grown); and
  - \* DMO convention center marketing budgets decreased for the first time over the five-year period analyzed, despite an overall DMO budget increase.
- Center Utilization
  - \* Medium-small centers reported exhibit hall occupancy within a tighter range than other size categories, with 64-84% of centers each year reporting occupancy between 30-49%. (Note: Sacramento is just short of 50% for 5 years running.)
- Event Room Nights
  - \* Average room nights per event at the largest and smallest-sized centers decreased approximately 13-24% since FY2013 high-water marks, respectively. Medium and medium-small centers reported slightly higher room nights per event over the same period.
- Average Occupancy
  - \* Convention/trade show and consumer show occupancy at the largest-sized centers totaled 54%, falling within the efficient range;
  - \* Ballrooms, regardless of size, averaged 48% occupancy from all event types.

To conclude, Hammond said he and the staff will be thoroughly reviewing the report and implementing any recommended changes.

C. Convention Center Expansion Update

Hammond said the City has asked for a lot of data from the staff and asked Mike Testa and Sarah Atilano to report on the recent meetings with the task force. Testa said the staff has been working hard to provide as much information as possible, and has also asked the Mayor's representatives to look at some of the data provided that was not requested as it will help them understand compression and other key metrics of the industry.

D. Goal Setting Committee

Hammond said the 2017 goals were presented at the January board meeting and since staff has not received any feedback or requests for changes, he asked for a motion to approve the goals. Hammond added the goal for convention sales room nights was kept flat due to the uncertainty of the convention center expansion since clients have been holding off on any contract commitments until the expansion plan is finalized. Larson said that is an important point so after a decision is made, the next step will be to create a construction timeline so that information can be shared with the sales team and conveyed to current and potential clients.

***Doug Warren then motioned to approve the 2017 goals presented at the January 19, 2017 meeting; Brent Larkin seconded. [Vote: Unanimous]***

E. Staff Reports

Sports Commission

- NCAA Division 1 Men's Basketball Championships: Mike Sophia said March Madness is four weeks away with an open practice free to the public scheduled for March 16, and the event on March 17 and 19. There is still a small allocation of tickets available for purchase in the lower level.
- AEG/Amgen: Organizers are in Sacramento today for a site visit; the women's stage is scheduled on Saturday, May 13, with the men's start on Sunday, March 14.
- USA Track and Field World Championships: This is a world qualifying event in 2017 so we expect to see the top athletes. Suites will be selling soon and the event puts us in a great position for USOC bids.

CalTravel: Hammond said CalTravel hosted a reception yesterday with about 70 of our industry peers. Some of the topics discussed included how to stay business friendly, and help the tourism and travel industry stay competitive. Sonya Bradley said she met with Senator Richard Pan who spoke highly of Visit Sacramento and discussed the protection of TIDs. Included in the group was former board member, Cheryl Marcell of the Railroad Museum Foundation, and David Brooks, the new executive director of Visit Elk Grove who hosted the reception at Cafeteria 15L. Hammond said legislators from all over California attended, including Assemblymember Jim Cooper, a passionate advocate for Visit Sacramento who is still working with the CHP to get Capitol grounds accessible for events.

**VI. Committee Reports**

A. Finance

Jeroen Gerrese reported on the January 2017 financials as follows:

- \* STMD-City: Payments are current and 3.7% ahead of budget
- \* STMD-County: Payments are current and 21.2% ahead of budget.
- \* Overall year-to-date net income is ahead of budget due to timing differences and budget cuts.
- \* Current year budget reductions have been implemented.

Larson said the finance committee also discussed how growing events has impacted the budget. As a result, the committee has asked staff to help reduce the budget by 10% in anticipation of future budget reductions or fluctuating income from changes in the hotel market. Larson said the committee felt this was a prudent decision for the future.

**VII. Department Reports**

The January 2017 department reports were e-mailed to the board for their review prior to the meeting.

**VIII. Calendar of Events**

Larson mentioned the calendar of events as listed on the agenda.

**IX. New Business**

None to report at this time.


**X. Adjournment**

The meeting adjourned at 1:19 p.m.

Respectfully submitted,



Sherlynn Clifford  
Executive Assistant  
(Recording Secretary)



Steve Hammond  
President & CEO