



Board of Directors Meeting
Thursday, September 21, 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: Aggressive Panhandling Ordinance - Arturo Sanchez, City of Sacramento

Mike Testa said he and Dion Dwyer, Downtown Sacramento Partnership (DSP), were working on a homeless ordinance and he invited Arturo Sanchez, Assistant City Manager, to speak. Also in attendance was Mike Fry from the City Attorney's office.

Sanchez thanked Visit Sacramento and DSP for supporting the city's efforts regarding homeless issues. Sanchez said the proposed language for the new ordinance originated from Justin Eklund, Sacramento Police Department Captain, who brought his suggestions to the police department, after which the city utilized to move forward, making sure the interests of all parties were included. From the suggestions came a new aggressive panhandling ordinance that is currently being reviewed by the city's Law and Legislature Committee, and will be presented to City Council by mid-November. Sanchez said he will keep Visit Sacramento and DSP informed of the date and hopes Visit Sacramento board members will also be attendance. Sanchez said the new ordinance's sole purpose is to allow people some protection from panhandlers, but also to create a "halo" around certain activities, i.e. bus stops, gas stations, and ATM areas which require a 30-ft. clearance. Other areas being considered include: a 200-ft. clearance from around vehicles, specifically to help with vehicles waiting in line for an event or around a nightclub area; and restaurant patios. All of the above locations will mean police officers will be able to take action, if needed.

Sanchez said another thing the committee is reviewing includes the prevention of items in public parks being violated or destroyed. In this case, the person would be given a citation and not allowed to return for 24 hours. Roseville has this ordinance already.

Scott VandenBerg thanked Sanchez and the city for taking the initiative as the issue has gotten worse and he appreciates the effort the city is making. Sanchez asked that if anyone sees Captain Eklund to thank him since he took the lead. Testa echoed the same thanks and asked Dion Dwyer to share his thoughts.

Dwyer said DSP has been working with Visit Sacramento on the issue from a visitor experience viewpoint. He said he and Testa were also working at the state level with Assemblymember Jim Cooper. Statistics show that homelessness has increased 258% so it's an important issue to address. DSP is also working with the County on services for the homeless.

Shelly Moranville said that when the ordinance goes to Council it will be really important to have board support so she encouraged all areas of businesses to be present. Moranville said it was not just a homeless issue but the ordinance addresses basic decency and behavior issues.

Dennis Raymond asked if the city was arranging for a triage location for the homeless during the coming winter season. Sanchez said the County typically puts together a program at this time of year for a winter shelter, and spreads that information to churches, synagogues, etc. Sanchez said the City is considering a site-based location for initial assessment, though it won't be viable during the winter program. Sanchez said the facility could house up to 300 people for four months, not the same as County, and the location is off Del Paso Blvd. in an empty warehouse. Sanchez said city officials met with the neighborhood last night and the surrounding community is not exactly happy about it. Sanchez said the program is in its early stages with several issues still to be worked out. Dwyer added the key to solving the issue is not to just provide a service, but a solution, and this program could, over time, help triage over 300 people and eventually put a dent in the homeless issue. Longer term ideas would be to collaborate with the County for 24-hour shelters. There is only one viable site right now near an RT location at Arden and Evergreen, but it's damaged and needs repair. It could be a good investment for the City, though it would have to go to Council for approval.

Lastly, VandenBerg thanked Sanchez for the added bike guides and police patrol around the convention center and said he would like to see the budget increased for maintaining these services. Moranville thanked Dwyer for his and DSP's efforts as it's been a lengthy process.

I. Call to Order

A meeting of the Board of Directors of Visit Sacramento was held at The Citizen Hotel in Sacramento, CA. Board Chair Brian Larson called the meeting to order at 12:09 p.m. The following attendance was recorded:

PRESENT

Directors

Joe Chiodo

Lina Fat

Kathleen Gilbey

Brian Larson, *Chair*

Shelly Moranville, *Secretary*

Patrick Mulvaney

Rick Pickering

Sami Qureshi

Dennis Raymond

John Rinehart

Mabel Salon

Liz Tavernese

Scott VandenBerg

Doug Warren, *1st Vice Chair*

Industry Advisors, or Their Designees

Mark Davis, *Sacramento County Airports*

Matt Voreyer, *Sacramento Convention Center*

Guests

Dion Dwyer, *Downtown Sacramento Partnership*

Arturo Sanchez, *City of Sacramento*

Mike Fry, *City of Sacramento*

Dick Williams, *Liberty Lodging (Past Board Member)*

SCVB Staff

Mike Testa, *President & CEO*

Mike Sophia, *Director of Sacramento Sports Commission*

John Reyes, *Chief Operating Officer*

Kari Miskit, *Director of Public Relations*

Sonya Bradley, *Chief Marketing Officer*

Dan Santucci, *Director of Accounting*

Sarah Atilano, *Director-Convention Sales*

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

ABSENT

Directors and Industry Advisors

Michael Ault, <i>Downtown Sacramento Partnership</i>	Brent Larkin
Kipp Blewett	Alison Sandman
Howard Chan, <i>City of Sacramento</i>	Peter Tateishi, <i>Sacramento Metro Chamber</i>
Butch Corum	Jody Ulich, <i>City of Sacramento</i>
Phil Garcia	Steve Young
Nav Gill, <i>County of Sacramento</i>	

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. Chair's Report

A. Approve New Executive Committee Member: Scott Vandenberg, 2nd Vice Chair
Larson said the Nominating Committee met to discuss open positions on the Executive Committee and is recommending Scott Vandenberg be appointed as 2nd Vice Chair.
Patrick Mulvaney motioned to approve the Nominating Committee's recommendation; Sami Qureshi seconded. [Vote: Unanimous]

B. Approve New Board Members: Henry de Vere White, David Huber, Josh Nelson
Larson said the Nominating Committee also discussed the addition of new members to the board and is recommending the following for approval:

1. Henry de Vere White: de Vere White, owner of de Vere's Irish Pub, is politically active and engaged in the community. de Vere White also served on the CEO Search Committee and has become very familiar with Visit Sacramento.
2. David Huber: Huber is the general manager of Crowne Plaza Northeast, and was appointed by the SHA Board of Directors to replace Jeroen Gerrese as Zone 4 representative on the STMD Tourism Committee, thus also placing Huber on Visit Sacramento's Board of Directors per Visit Sacramento's Bylaws.
3. Josh Nelson: Nelson, owner of Selland's Restaurants, is also very politically involved and engaged in the community.

Shelly Moranville motioned to approve all three board members per the Nominating Committee's recommendation; Scott Vandenberg seconded. [Vote: Unanimous]

IV. President's Report

Mike Testa welcomed John Reyes to his first board meeting as Visit Sacramento's new Chief Operating Officer. Reyes said he was excited to be part of the Visit Sacramento team and that there has been a lot of buzz in San Francisco (SF Travel), his former employer, about our transition. Reyes said he's been in the industry for over 30 years having worked in four other destinations, and in the last several weeks has been working closely with Testa and Sarah Atilano on the convention center expansion.

Testa then said he would like to hear from the board about any issues going on in their business. The following board members shared their thoughts.

- Joe Chiodo, Sacramento Magazine: Chiodo said he was very excited about the coming Farm to Fork events. He also mentioned the magazine's October issue was just released and he will be offering two tickets to each board member for the Best of Sacramento party on November 18. Chiodo said that Visit Sacramento won, for the second year in a row, both the Best Local Website (Sacramento365.com), and Best Place to Volunteer (SacEventCrew).
- Mabel Salon, UC Davis: Salon said UC Davis recently welcomed their new chancellor, Gary May, who will be attending the Tower Bridge Dinner at Table 47 and welcomed those attending to come by and said hello.
- Kathleen Gilbey, Sheraton Grand: Gilbey said the Sheraton is going through a lot of internal changes since the new ownership. The hotel also received a 5-year extension on their management contract and are looking at renovations starting in 2018.
- Scott Vandenberg, Hyatt Regency: Vandenberg said the Hyatt is having a record year in 2017 and believes it's a good indication of a strong convention market. Vandenberg said he was also excited to see what's happening in Sacramento and how the new Golden1 Center has impacted hotel room nights. Lastly, Vandenberg said tonight is the Sacramento Hotel Association's Fall Farm to Fork Fundraiser at the Sheraton with the proceeds going to two great charities.
- Sami Qureshi, Hilton Sacramento Arden West: Qureshi said the Hilton was also having a record year – the best in their 30-year history of the property – and thanked Visit Sacramento and the new Golden1 Center.
- Brian Larson, Halo Hospitality: Larson said 2017 was also proving to be an excellent year with the region's hotel industry running at 75% rev par occupancy.
- Mark Davis, Sacramento County Airport System: Davis said that Southwest Airlines is increasing their non-stop service starting in 2018 to Austin, Orlando and St. Louis, plus weekend service to Cabo San Lucas and New Orleans. Davis said airport officials hope the added service will help increase business and attract more visitors.
- Shelly Moranville, Residence Inn Marriott-Capital Park: Moranville said the Residence Inn Marriott and Starwood properties works on charitable events so many of their associates helped the victims of recent hurricanes by purchasing and giving out hygiene kits. Her team is also collecting food for food banks in the region, plus Christmas gifts for children.
- Rick Pickering, Cal Expo: Pickering reported the State Fair donated 16,000 pounds of food to the Food Bank, conducts farm tours for children, and held a Farm to Fork dinner with proceeds going to the Farm to Fork Farm at the State Fair.

A. FY2017-18 Budget Approval

Testa said a revised budget was emailed to the board last week. Testa said funding for a few more programs was revised that resulted in an end-of-year net positive forecast of \$564,230K. Testa added that due to the departure of the director of partner marketing, expense reductions, and contracting with a sponsorship consultant, overall revenue was up.

Regarding events, Testa said Carolyn Blucher has embraced her new role as the sole event manager; and positive changes were made that allowed the budget to include additional contract help.

Doug Warren motioned to approve the revised FY2017-18 budget as presented; Sami Qureshi seconded. [Vote: Unanimous]

B. New Bank Signature Cards: Chase & F&M

Dan Santucci presented a resolution to update the signature cards on the JP Morgan Chase and F&M Bank accounts. Steve Hammond, former CEO, will be removed from the accounts; and John Reyes, new COO, will be added to the accounts.

C. John Hancock Retirement Plan Update

Dan Santucci presented a resolution to update the Visit Sacramento retirement plans, removing Steve Hammond as a trustee.

Rick Pickering motioned to approve both resolutions as presented by Dan Santucci; Dennis Raymond seconded. [Vote: Unanimous]

D. Amazon Bid

Testa said he received a call from Barry Broome about the Amazon bid for Sacramento. Testa mentioned that Broome's idea of a mural close to Amazon headquarters could help promote Sacramento as their target city. Testa also said the relationship with Greater Sacramento is improving and Visit Sacramento purchased a table at their annual dinner scheduled for December 7.

E. Austin Study Mission

Testa said he was invited to speak at the Chamber's Study Mission in Austin in early October. He will be speaking about branding and will lead a panel that includes representatives from Visit Austin, ACL, and one of Texas' top branding companies. Attendance at the Study Mission will be the mayors from the City of Sacramento and West Sacramento, Barry Broome of Greater Sacramento, Michael Ault and others which will be a good representation of Sacramento.

F. Leadership Team Retreat

Testa said he, Reyes, Sonya Bradley and Sarah Atilano are having a leadership team retreat next week to address various organizational issues, including the results of the recent staff survey.

G. Board Retreat

Testa said the October board retreat will include presenters from The Table Group and will have a different format than in year's past. The moderator will be David Flanagan, and Louis Stewart, the Mayor's new Chief Innovation Officer, will also give a presentation.

H. New Department Reports Format

Testa distributed the July and August board reports in their new format and said the information in the reports has been streamlined to provide more pertinent information to the board.

I. Staff Reports

Convention Center Expansion Update: Sarah Atilano said she and John Reyes have been involved in four key external meetings, with two taking place in Phoenix. The meetings have focused on design concept, construction costs and schedule (construction and customer impact).

Atilano said an agreement was presented to keep with the original design put forth by Populous in July 2017. Next steps include continuing to refine and reconcile the cost estimates for the project to help bring both the construction and soft costs down as much as possible without altering the core design. Final cost estimates are projected for completion by late September.

Marketing Update: Sonya Bradley said she has made the initial outreach to full-service agency Mering Carson to seek their expertise and help for strategy and positioning as we go to the next level. She will also be reaching out to more local agencies and maybe some outside of Sacramento.

Research

- Reviewing the “Understanding and Insights” study that is essentially a brand perception study of the destination. It includes awareness and perception research done from stakeholders, residents and visitors (throughout the state).
- Layer on top with a new visitor profile study (most recent is from 2011, just after the recession).
- Could potentially provide enough data for us to begin building our strategy and positioning to our customers and locally.

Adara

- Tracking data from our media campaigns and website – customer touchpoint to the booking of hotel rooms.

V. **Committee Reports**

A. Finance

Dan reported on the August 2017 financials as follows:

- The balance sheet is preliminary. Fiscal year 2017 has not been closed on the City’s accounting system yet. Year-end financial statements with all adjustments, accruals and true-ups will be completed by the end of September. The audit begins Sept. 25.
- Final fiscal year 2017 STMD figures:
 - * City: \$6,104,195 9.3% over prior year
 - * County: \$796,247 13.5% over prior year
- Overall year-to-date net income is ahead of budget.

VI. Department Reports

The July and August department reports, in their new format, were discussed earlier in the meeting.

VII. Calendar of Events

Larson mentioned the calendar of events as listed on the agenda. Testa also read an excerpt of a thank you letter from the funding Visit Sacramento provided to CAMPS scholarships via CSUS Foundation.

VIII. New Business

Shelly Moranville said that in the past, hotel general managers and other key board members would accompany Visit Sacramento staff on some of their sales missions. Testa said he believed more opportunity like that may occur in the near future.

IX. Adjournment

The meeting adjourned at 1:29 p.m.

Respectfully submitted,



Sherlynn Clifford
Executive Assistant
(Recording Secretary)



Mike Testa
President & CEO