



**Rancho Cordova Travel and Tourism Corporation
Board of Directors Meeting Minutes
Wednesday, August 27, 2025, 12:00 – 1:30 PM
Visit Rancho Cordova Office
2868 Prospect Park Drive, Suite 130
Rancho Cordova, CA 95670**

RCTT Values: Kaizen Respect Integrity Alignment Innovation

Attendance:

Board Members In Attendance: Edana Chisler, Sarah Alvarado, Maria Beams, Paige Bender, Cassandra Marcum, Anna Martinez, Amanda Norton

Board Members Absent: Desiree Alferes and Patrick Larkin

Board Ambassador In Attendance: Jimmy McFarland

Guests: Residence Inn (Jeffrey Adkins, Luis Borbon-Willis & Micky Sheahan), Alisha Scully-Marriott Rancho Cordova, Carlos Zuniga-Mod Pizza

Also in Attendance: Marc Sapoznik, CEO/President, and Dawn Hall, VP of Operations

Agenda:

I. Call to Order – Edana Chisler, Chair

- Establish quorum at 12:05 pm
- Comments by the Chair – Edana Chisler welcomed everyone and appreciated having guests attending.

II. Public Comment – Matters Not on the Agenda – Edana Chisler, Chair

III. Action Item: Nomination of Alisha Scully to Board. **Action Item:** Edana Chisler motioned to accept Alisha Scully's Board application and establish her as a board member. Sarah Alvarado seconded. Motion passes by all board members present.

IV. Notification: Bethany Getz has resigned from the Board as she no longer works with the Courtyard Inn and Suites.

V. Matters Requiring Action or Notice – Chair

- Consent: Dawn Hall went through all 3 months of financials and addressed any concerns, and also presented the Balance Forward Allocations
- Approval of May meeting minutes
- Approval of May financials
- Approval of June financials
- Approval of July financials

Action Item: Edana Chisler motioned to accept consent items and Balance Forward Allocations. Cassandra Marcum seconded. Motion passes by all board members present.

VI. Reports

- a) Sales – Report in Binder** – Marc Sapoznik went over the reports provided. Alisha Scully asked what leads were converted. Marc Sapoznik said that he would check in with Maggie Thyken Huss. Dawn Hall let everyone know that it is extremely hard to see conversions when we struggle getting booking information from hotel properties.
- b) Marketing - Report in Binder** – Marc Sapoznik went over the reports provided and let everyone know that we started with a new Digital Marketing Company this week.

VII. General Discussion Items

- Board Retreat – October 29, 2025
- External Audit – September Pinnacle Accounting & Financial Services
- Marc to present Annual Report to City Council – September 15, 2025 at 5:30 pm at City Hall
- Annual Meeting – September 24, 2025
- Annual Summit – November 4, 2025

(Consensus from the board was that the Annual Meeting and the Board Retreat would be best in the afternoon rather than the morning.)

VIII. Chairperson's Update – Edana Chisler, Chair

IX. Director Updates – Open Forum

- a.** Jimmy McFarland had nothing to report
- b.** Alisha Scully – working on repaving the parking lot.
- c.** Maria Beams – Hampton is doing well.
- d.** Paige Bender – Brian Stewart is the new AGM with Homewood Suites. Paige will be going out on Maternity Leave mid-October
- e.** Anna Martinez – Still working on the exterior renovations to the property. Should be done in September. They have a new salesperson, Peggy Gurciullo.
- f.** Mickey Sheahan – New Office Manager, and happy to be there.

- g. Cassandra Marcum -Elected Officials event was great. Thank you to all who attended. The Chamber Golf Tournament is coming up on September 26th for those who might be interested.
- h. Amanda Norton – Calendars are busy at the City. Will be traveling to South Korea to pitch some new companies to come here to Rancho Cordova at the end of September.
- i. Sarah Alvarado – Hyatt had a leak in June that affected about 20 rooms, and they are now back online.
- j. Marc Sapoznik – Dawn Hall and I had a great meeting this week with Sacramento Regional Transit on ways we can increase ridership.
- k. Luis Borbon-Willis let everyone know that he is working at the Rancho Cordova Residence Inn, but will be working primarily in San Diego.
- l. Jeff Adkins – Said that he would let us know if Desiree Alferes will be staying on the board. She is overseeing several areas right now.

X. Property Updates – None to report or reported in Director updates

XI. New Business/Future Agenda Items

(Items for future consideration; may not be discussed until agendized)

XII. Closed Session: Adjourned at 12:45 pm

- **Project Update - Contracts**
- **CEO Review**

XIII. Open Session: Edana Chisler reported out that Marc Sapoznik received a 3% Annual Review increase. He would have received the full 5%, but due to budget constraints this year, it will be 3%.

XIV. Adjourn at 1:30 pm

All materials relating to an agenda item for an open session of a regular meeting of the Rancho Cordova Travel and Tourism Corporation (RCTTC) board of directors which are provided to a majority or all of the members of the Committee by Committee members, staff or the public within 72 hours of but prior to the meeting will be available for public inspection, on and after at the time of such distribution, in the office of the Rancho Cordova Travel and Tourism Corporation, 2729 Prospect Park Drive, Suite 117, Rancho Cordova, California, 95670, during normal business hours, except holidays.

Public Comment: In this time period, anyone may address the Rancho Cordova Travel and Tourism Corporation Board regarding any subject over which they have jurisdiction, but which is not on today's posted agenda. In order to provide all interested parties an opportunity to speak, time limitations shall be limited to three (3) minutes unless the Chairperson specifically authorizes more time. As required by the Government Code, no action or discussion will be undertaken on any item raised during this comment period. Public comment on items listed on the agenda is taken when those items are addressed.

Access: In compliance with the Americans with Disabilities Act, if any person needs a disability-related modification or accommodation, including auxiliary aids or services, to participate in this meeting, please contact the Rancho Cordova Travel and Tourism Corporation Office at (916) 290-5166 at least 72 hours prior to the meeting.

Minutes Respectfully Submitted by Dawn Hall, VP of Operations