

Visit Rancho Cordova
Board of Directors Meeting Minutes
Wednesday, January 28, 2026, Noon – 1:30 PM
Fairfield Inn & Suites
10745 Gold Center Drive
Rancho Cordova, CA 95670

RCTT Values: Kaizen Respect Integrity Alignment Innovation

Attendance:

Board Members Present: Edana Chisler, Maria Beams, Patrick Larkin, Cassandra Marcum, Anna Martinez, Amanda Norton

Board Members Absent: Jeff Adkins, Paige Bender(Leave)

Advisory Board Member Present: Jimmy McFarland – RC Police Department

Additional Guests: Marc Sapozink-CEO & President, Dawn Hall-VP of Operations, Robbie Garcia & Rebeccah Bell with the Marriott

Agenda:

I. Call to Order – Edana Chisler, Chair

- Establish quorum at 12:11pm
- Comments by the Chair-Thank you for being here.
- Brand Update – Kristen Achziger gave a presentation on our new Brand Identity that we are rolling out. Board Members were given swag items with new branding.

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

Nothing to report.

III. Matters Requiring Action or Notice – Chair

- **Consent:** Dawn Hall went over any questions from reports previously emailed to board.
 - DD funds were processed in December for Sept-Dec 2025 along with Legal DD. Final billings are being paid to close out Alchemy District within 1st Quarter of 2026.
 - Explained \$35k in Agency Support in Marketing Cash Budget and explained that the amount will be amortized Dec 2025-March 2026.
- Approval of November/December financials
- Approval November meeting minutes
- **Action Item:** Edana Chisler motioned to approve the consent items as listed. Patrick Larkin seconded. Motion passes with all board members present.

IV. Reports – Marc Sapoznik briefly went over reports previously emailed to board and answered any questions.

a) **Sales** – Report in Binder

b) **Marketing** – Report in Binder

6. Alpha Project Discussion – Edana Chisler

a. Lots of discussion about funding the Alpha Project and timelines. At the direction of the Chair, Edana Chisler, she has advised Marc Sapoznik to contract with JLL. JLL will conduct an independent validation of the Downtown Dova proposed venue on incremental impact projections to assess the accuracy and reasonableness of key assumptions, methodologies, and forecasted outcomes.

7. Chairperson's Update – Edana Chisler, Chair – Nothing to report

8. Director Updates – Open Forum

9. Property Updates – None to report as we ran out of time due to Hotel Watch meeting at 1:30pm.

10. New Business/Future Agenda Items – Possible special session coming soon.
(Items for future consideration, may not be discussed until agendaized)

11. Adjourn at 1:30pm

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, 2686 Prospect Park Drive, Suite 130, 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 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) 460-8200 at least 72 hours prior to the meeting.

Respectfully submitted by Dawn S Hall, VP of Operations