

03/29/2023

RCTT Meeting BOD Meeting Minutes

Board Members in Attendance:

Michelle Quartarolo, Adam Bowley (on Zoom), Kristen Goble, Diann Rodgers, Sarah Alvarado, Terry Park, Marc Sapoznik

Board Members Absent: none

Advisory Board Members in Attendance: Patrick Larkin

Advisory Board Members Absent: Asst Chief Lt. Nick Goncalves

Guest: Caitlyn McNamee with the Courtyard by Marriott, Kristen Achziger Content Manager with Visit Rancho Cordova

Sarah Alvarado – Call to order 12:13pm

Diann Rodgers – Shred event will take place mid-May. Electronic shredding, box shredding. Saturday before 05/20/2023 from 9am – 2pm @ City Hall. Reach out to Dawn if you have items to drop off. Business Expo, mixer and workforce event 06/22/2023. Los Rios CC intern outreach to the Chamber.

Approval of Consent Items (February minutes and financials):

Motion: Michelle Quartarolo motioned to approve consent items. Diane Rodgers seconded the motion. Adam Bowley voted via zoom to approve the consent items. Motion passes by all board members present.

Marc – STAR report improving and we hoping to back on track in April.

Welcome new RCTT staff member Kristen Achziger! She is their new content manager. Kristen is working on board member profile pictures.

Sales & Marketing Update by Marc:

Working with Madden Media for new look, brand refresh. Destination analysis completed and working on new advertisement to push group business in Rancho Cordova. Leisure travel is doing great. Working on the strategic plan for the next two years. Plan will be ready for approval in May for the next fiscal year.

New PR effort for the Mermaid convention and Hang Town Event, Fox40 contact RCTT for information.

Marc attended UCAN in Roseville, CA – met with local law enforcement and legislators to address the increase in retail theft. Group shared stories and hoping to uncover a solution.

Maggie will be traveling quite a bit representing Rancho Cordova at a variety of conferences.

Hyatt will be renovating in November! Guestrooms and the Lobby.

Patrick - New recreational guide is now out! You can view on their website (Rancho Cordova Parks and Recreation) Easter Egg Hunt planned approximately 600 in attendance. Park improvement projects are in place and 4 new parks coming into Rancho Cordova.

Diann Rodgers – A package will be created for the Explore Program for new incoming business – Solidigm and UC Davis Medical Center

Meeting Adjourn: 1:00pm