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**Rancho Cordova Travel and Tourism Corporation
Board of Directors Meeting Minutes
Wednesday, May 29, 2024, 12:06PM – 01:04 PM
Visit Rancho Cordova Conference Room
10969 Trade Center Drive, Suite 100
Rancho Cordova, CA 95670**

RCTT Values: Kaizen Respect Integrity Alignment Innovation

Agenda:

I. Call to Order – Chair – Terry Park

- Establish quorum and started meeting at 12:00pm
 - **Board Members Present:** Marc Sapoznik CEO/President of VRC, Sarah Alvarado, Kristin Goble, Edana Chisler, Caitlin McNamee, Patrick Larkin, Sundar Arumugam,
 - **Board Members Absent:** Diann Rogers, Amanda Norton,
 - **Advisory Board Member(s) Present:** Asst. Chief Nick Gonsalves, Rancho Cordova Police Department
 - **Advisory Board Member(s) Absent:** None
- Comments by the Chair
 - None

II. Public Comment – Matters Not on the Agenda

- Nick – addressed homeless issues, especially during the busy summer months.
- Nick – fireworks ordinance will remain the same as last year.

III. Matters Requiring Action or Notice – Edana Chisler

- Consent:
- Approval of March and April meeting minutes and financials
- Kristin Goble moved to approve, Patrick Larkin - minutes approved.
- Approval of February financials

IV. Reports

a) Sales

- a. Reviewed sales packet

b) Marketing

- a. Marc attended CalCup. Worked with tour operators and generated lots of leads.
- b. Marketing is working on an Expedia Campaign

VI. General Discussion Items

- a. VRC cut \$300K out of next year's budget – a big portion of the cut was marketing
- b. Shifting to doing more marketing in-house and local marketing
- c. Hiring entry-level marketing staff instead of replacing Marketing Director
- d. Hiring Sales Coordinator
- e. VRC offices will be moving to new location – old Cisco building. Current lease is expiring. New lease will be a five-year lease with the first 4 months no rent.
- f. TBID revenue was down Jan-June. TBID has been in line with STR information.
- g. Comfort Inn (on Folsom Blvd) is now a "Care Camp" for refugees.
- h. Discussion about opening up a store for VRC Merch.

VII. Chairperson's Update

- a. Open Executive Seats:
 - i. Chairperson: Edana Chisler has agreed to be interim-Chair until the Annual Meeting in September when the Board will vote on the new Chairperson.
 - ii. Recruiting for more Board members – looking to contact hotels that are not currently active.

VIII. Director Updates – Open Forum

- a. Parks – Optimize plan was passed.
 - i. Rio del Oro Park opening June 13, 2024
- b. Chamber of Commerce is conducting a Job Fair June 20
- c. PAC 12 is dissolving – Big 10 groups now returning.
 - i. IRA for 2026 will coincide with Hangtown

IX. Property Updates

- a. Sarah Alvarado let the Board know of Hyatt is renovating their pool and it will be close until mid-June.
- b. Kristin Goble let the Board know that the Residence Inn has new mattresses/tvs. Plus, the plan to update the BBQ area and outside furniture.

X. New Business/Future Agenda Items

- a. Next budget will be further discussed at the next Board meeting.

None

XI. Adjourn at 1.04pm

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 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

Respectfully submitted by Edana Chisler, Board Secretary