



**Rancho Cordova Travel and Tourism Corporation
Board of Directors Meeting Minutes
Wednesday, May 31, 2023, Noon – 1:30 PM
Visit Rancho Cordova Office
10969 Trade Center Drive, Suite #100
Rancho Cordova, CA 95670**

RCTT Values: Kaizen Respect Integrity Alignment Innovation

Attendance:

Board Members In Attendance: Amanda Norton, Diann Rogers, Kristin Goble, Terry Park, Caitlin McNamee

Board Members Absent: Adam Bowley, Sarah Alvarado

Advisory Board Members in Attendance:

Patrick Larkin-Cordova Recreation and Park District

Lt. Nick Goncalves-Rancho Cordova Police Department

Those Also in Attendance:

Marc Sapoznik-President/CEO, Leena Riggs, Maggie Huss, Edana Chisler with Fairfield Inn

Agenda:

- I **Call to Order – Terry Park, Chair** – Establish quorum and started meeting at 12:06pm.
 - Comments by the Chair – None to report

- II **Public Comment – Matters Not on the Agenda**
 - **Diann Rogers** –
 - Chamber is holding 60 pints for 60 years blood drive at Rancho Murietta Inn & Spa.
 - Annual Expo & Job Fair is June 22. Vendor set up on June 21 and mixer. There is a collaboration with Los Rios CC to help match job applicants with employers.
 - Planning a hospitality seminar for JC students to tour hotels and learn about employment in the hospitality industry.
 - Hotels interested in employment of students can work through the “Hand Shake” program.
 - **Nick Goncalves-RCPD** – Nothing to report
 - **Patrick Larkin-CRPD** – Nothing to report

- III **Matters Requiring Action or Notice**
 - Approval of April meeting minutes

- **Action Item:** Amanda Norton motioned to approve Consent Items of April Meeting Minutes. Caitlin McNamee seconded. Motion passes by all board members present.
- o Approval of April financials
 - **Action Item:** Diann Rogers motioned to approve April Financials. Kristin Goble seconded. Motion passes by all board members present.
- o 2023/2024 Budget
 - **Action Item:** Caitlin McNamee motioned to approve the 2023/2024 Budget. Amanda Norton seconded. Motion passes by all board members present.

IV. Committee Reports

o Sales/Marketing - reports included

- Maggie Huss reported on: 1) The upcoming FAM tour planned for 2nd week of June; 2) new economic impact indicator of ROI & fiscal impact from groups on community and taxes; 3) new partnership coming in June; 4) Quarterly Quorum wrapped up with new incentives for groups to book.
- IRA (rowing) Championship is interested in returning to Lake Natoma in 2025. Dates coincide with Hangtown. There will be further discussion as contracts with Sac State Aquatic Center have not been signed yet.
- Leena Riggs reported on: 1) media tours; 2) Madden Media; 3) “social” moving in-house in 2024; 4) Google analytics retraining; 5) Barrel District members participating in the Hangar at the air show – new logo. Limited tickets still available; 6) review of events we sponsor such as Pride Festival, Mermaid Convention and Hangtown which we are the host city and get media coverage for.

V. General Discussion Items –

- o Patrick Larkin attended the Mermaid Convention. It was very well organized and attended. They are interested in using the RCRP pool again for 2024.
- o Amanda Norton noted that the City is gearing up for the 4th of July celebration.
- o Marc Sapoznik, Amanda Norton, & Diann Rogers are going to Texas in July with the Highway 50 corridor group for a study mission on similar destinations
- o Marc Sapoznik will be attending Destinations International
- o Diann Rogers noted that the Chamber is preparing for the cityhood anniversary and special events over the 4th of July celebration. Other dates to look forward to are September 29th for the annual golf tournament and October 19th for the annual Gala event.

VI. Chairperson’s Update – None to report

VII. Director Updates – Open Forum

VIII. Property Updates – None to report

IX. New Business/Future Agenda Items

(Items for future consideration, may not be discussed until agendaized)

X. Closed Session

XI. Adjourn at 1:17pm

Submitted by Kristin Goble / Residence Inn by Marriott