

VISIT 
**RANCHO
CORDOVA**
CALIFORNIA

**Rancho Cordova Travel and Tourism Corporation
Board of Directors Meeting Minutes
Wednesday, February 28, 2024, Noon – 12:53 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:** Terry Park (via Zoom), Marc Sapoznik, Diann Rogers, Sarah Alvarado, Sundar Arumugam, Kristin Goble, Amanda Norton, Edana Chisler
 - **Board Members Absent:** Patrick Larkin, Caitlin McNamee
 - **Advisory Board Member(s) Present:** None
 - **Advisory Board Member(s) Absent:** Asst. Chief Nick Gonsalves, Rancho Cordova Police Department
- Comments by the Chair
 - None

II. Public Comment – Matters Not on the Agenda – Terry Park

- Diann Rogers informed the Board that on March 20 there will be a webinar regarding PAGA – she will be sending out information regarding the call.
- Diann Rogers thanked the Board for attending the Business Outlook
- Diann Rogers and Amanda Norton discussed that the City Council meeting was subject to hate speech in February. Because of this, comments can only be made in person, by email or letter. They will no longer be allowed on Zoom.

III. Matters Requiring Action or Notice – Terry Park

- Consent:
- Approval of January meeting minutes
 - Amanda Norton moved to approve, Edana Chisler seconded, minutes approved
- Approval of January financials
- Sarah Alvarado moved to approve – Edana Chisler seconded – Financials approved.

IV. Reports

a) Sales

- a. Reviewed sales packet
- b. Maggie Thyken-Huss back on the road next week
- c. Quarterly quorum
- d. MTD leads = 18 equaling 3500+ room nights
- e. Attending Cal Cup in the spring to promote RC to tour operators
- f. If you haven't already, please sign up for Destination Analysis

b) Marketing

- a. Discussion regarding surprising effect of the change in State Rate on the Rancho Cordova market. VRC will discuss how they can assist in overcoming the drop in Government business.

VI. General Discussion Items

- b. Marc Sapoznik let the Board know that because of the drop in the market and revenues, they had to let Leena Riggs go (as of today).
- c. Diann Rogers informed the Board that the Rancho Cordova Film Commission has been accredited. They will now be a standalone organization partnering with VRC.

VII. Chairperson's Update – Terry Park

a) Board Goals

- d. Adding more board members from other companies who are involved in tourism (restaurants, breweries, etc.). If anyone has any ideas, please let us know.

VIII. Director Updates – Open Forum

- e. Diann discussed how the Chamber will be moving to a tiered dues model that will take into consideration more than just the employee count. This will take about 18 months.
- f. The "project" is moving forward nicely.
 - i. Engineering firm is doing their due diligence.
 - ii. Should be getting a report on March 18 with more details.
 - iii. ASM putting together Teams Agreement – should be by the end of the week.
- g. Diann Rogers will be attending Cap to Cap in April – Washington DC
- h. Visit California event will be in two weeks
- i. Cal Ed – April

- j. Leadership RC Class 17 will be hosting a golf tournament that will benefit the Food Locker
- k. There will be a Day of Service on May 18 along with the Ambassador Shred Day

IX. Property Updates

- l. Sarah Alvarado let the Board know that their renovation is down to the last two floors. They will also be adding a guest laundry. They should be complete by April 8, 2024. Their grand reopening will be in June.

X. New Business/Future Agenda Items

None

XI. Adjourn at 12:53pm

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