

VISIT 
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CORDOVA**
CALIFORNIA

**Rancho Cordova Travel and Tourism Corporation
Board of Directors Meeting Minutes
Wednesday, March 27, 2024, Noon – 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:** Terry Park (via Zoom), Marc Sapoznik, Diann Rogers, Sarah Alvarado (via Zoom), Kristin Goble, Amanda Norton, Edana Chisler, Caitlin McNamee, Patrick Larkin
 - **Board Members Absent:** Sundar Arumugam,
 - **Advisory Board Member(s) Present:** Asst. Chief Nick Gonsalves, Rancho Cordova Police Department
 - **Advisory Board Member(s) Absent:** None
 - **Others Present:** Marc Sapoznik, CEO/President of VRC, Angela Terry, CA Capital Airshow
- Comments by the Chair
 - None

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

- Terry Park is resigning as Chairperson. He has been promoted to area General Manager and will no longer be located at the Residence Inn Rancho Cordova. He may be at the next meeting.
- Diann Rogers reminded the Board of the Business Expo scheduled for June 20 with a cocktail hour on June 19.

III. Matters Requiring Action or Notice – Terry Park

- Consent:
- Approval of February meeting minutes
 - Edana Chisler moved to approve, Kristin Goble seconded, minutes approved.
- Approval of February financials
 - Edana Chisler moved to approve – Sarah Alvarado seconded – Financials approved.

IV. Reports

a) Sales

- a. Reviewed sales packet

b) Marketing

- a. Parks and Recreation have partnered with the Mermaid Convention for ancillary events during this year's convention.
- b. Airshow update: Airshow has moved from September to July with an evening show. They expect a big draw as they have the Italian Team this year and this will be their only show on the west coast.
- c. The VRC Team will attend the IPW Show in May – Tour operators with 45 appointments.
- d. Sponsoring Ads with Hangtown – official sponsor – room night pick up seems to be better this year.
- e. Aubrey Hall is currently attending the DMA Tech Summit for additional training on social media.
- f. Lisa Leonti-Nottingham will be attending the Destinations Int. Convention

VI. General Discussion Items

- g. Amanda Norton let the Board know the City Econ Development is kicking off their 3-year Strategic Plan.
- h. Patrick Larkin stated that Parks and Rec's Master Plan has been made available on their website for 30-day public review.
- i. Marc Sapoznik discussed their trip to Washington DC for US Travel. All 50 states were represented. Lots of Visa Discussions, aviation industry funding, customs improvement, and FAA reauthorization.
- j. Reminder that the California Travel Association will be at the Capital mid-May.
- k. Reminder that the Annual Summit is next month on April 24.

VII. Chairperson's Update – Terry Park

a) Board Goals

- l. VRC will need to fill the open Chair seat once Terry Park leaves.
- m. Need to set up a committee meeting for recruitment of additional hotels for the Board (Edana Chisler and Patrick Larkin will go out after next board meeting to meet a few hotels). 3 – 4 seats to fill.

VIII. Director Updates – Open Forum

- n. Diann Rogers discussed the opportunity of marketing RC better on the City's website. Maybe a project for interns?
- o. Patrick Larkin wondered if we have a website that can promote the many types of schools RC has.
- p. Amanda Norton reminded the Board that the Big Day of Service is on May 18. The Chamber, City and other entities are participating. There will be a Shred Day that includes E-waste, which will be free this year. Parks and Rec will be planting trees, updating the gardens at the Senior Center, Community Garden and Neil Orchard Senior Center.
- q. There will be a Golf Tournament on April 26 that will support the Food Locker and is a project of Leadership Rancho Cordova Class XVII.
- r. **Property Updates**
- s. Sarah Alvarado let the Board know that their renovation will be complete on April 1, 2024. Their grand reopening will be in June.

IX. New Business/Future Agenda Items

None

X. 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