



**Rancho Cordova Travel and Tourism Corporation  
Board of Directors Meeting Minutes  
Wednesday, March 26, 12:30 PM to 2:00 PM  
Visit Rancho Cordova Office  
2868 Prospect Park Drive, Suite 130  
Rancho Cordova, CA 95670**

**RCTT Values: Kaizen Respect Integrity Alignment Innovation**

**Attendance:**

**Board Members in Attendance:** Edana Chisler, Paige Bender, Bethany Getz, Patrick Larkin, Cassandra Marcum, Anna Martinez, Amanda Norton

**Board Members Absent:** Sarah Alvarado and Maria Beams

**Advisory Board Member in Attendance:** Jimmy McFarland, RC Police Department

**Also in Attendance:** Marc Sapoznik, President/CEO and Dawn Hall, VP of Operations

**Agenda:**

**I. Call to Order – Edana Chisler, Chair**

- Establish quorum – Established quorum at 12:30 pm.
- Comments by the Chair – Edana Chisler welcomed everyone.

**II. Public Comment – Matters Not on the Agenda – Edana Chisler, Chair**

- Nothing to report

**III. Matters Requiring Action or Notice – Chair**

- Consent: **Action Item:** Edana Chisler motioned to accept the consent items as presented. Patrick Larkin Seconded. Dawn Hall reviewed the financial reports and addressed all questions. The motion was passed by all board members present.
- Approval of February meeting minutes
- Approval of February financials
- Vote for new board member: Desiree Alferes
  - **Action Item:** Edana Chisler motioned to accept Desiree Alferes's application to become a board member. Bethany Getz seconded. Motion passed by all board members present.

#### **IV. Reports**

##### **a) Sales – Report in Binder**

- Marc Sapoznik went over the reports from January and February.

##### **b) Marketing - Report in Binder**

- Kristen Achziger came into the meeting and went over the new format for the Marketing Report for clarity. The report will show the current strategy for the quarter. The report will also reflect any deliverables completed or if the strategy has changed.

#### **6. General Discussion Items**

##### **a. Board Annual Goals**

- i. The Board expressed having name badges so that they would be able to represent Visit Rancho Cordova at specific events.

##### **b. By-Laws**

- i. Civitas is reviewing our By-Laws, and once they have been returned, they will need board approval. – Nothing to report on.

##### **c. Strategic Plan**

- i. Strategic Plan – We are in the 2<sup>nd</sup> year of our Strategic Plan. Nothing to report on.

#### **7. Chairperson’s Update – Edana Chisler, Chair**

#### **8. Director Updates – Open Forum**

- a. Amanda Norton let everyone know that the 2<sup>nd</sup> Spring In Service Day is May 17<sup>th</sup>.
- b. Patrick Larkin mentioned that the Park District is having their Easter, “Hopping and Hunting” event at Hagen park on April 12<sup>th</sup> from 1-2pm.
- c. Anna Martinez let everyone know that the outside renovations are happening right now and should be completed in June.

#### **9. Property Updates**

#### **10. New Business/Future Agenda Items**

- a. Dawn Hall mentioned to everyone that Visit Rancho Cordova and the Rancho Cordova Police Department are starting up their Hotel Watch program again and the first meeting will be May 7<sup>th</sup>. Please look for an invitation coming out soon.

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

#### **11. Adjourn – Meeting Adjourned at 2:01 pm.**

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.

Minutes respectfully submitted by Dawn Hall, VP of Operations