

VISIT 
**RANCHO
CORDOVA**
CALIFORNIA

**Rancho Cordova Travel and Tourism Corporation
Board of Directors Meeting
Friday, April 29, 2022, Noon – 1:30 PM
RCTT Office Conference Room
10969 Trade Center Drive, Suite 100
Rancho Cordova, CA 95747**

RCTT Values: Kaizen Respect Integrity Alignment Innovation

Attendance:

Executive Board Members Present: Robyn Cornell, Alyson Brian, Dean Chapman, Kristin Goble, Terry Park, Micah Runner and Sarah Alvarado via zoom

Executive Board Members Absent: ~~n/a~~ Diann Rogers

Also in Attendance: Marc Sapoznik (Exec Director) and Michael Faust

Agenda:

- I. Call to Order – Robyn Cornell, Chair**
 - 12:20pm call to order
- II. Comments by the Chair –** Thank you for representing RCTT, always appreciate participation
- III. Public Comment – Matters Not on the Agenda**
 - o Terry, anyone see the Johnny Depp Trial?
- IV. Matters Requiring Action or Notice**
 - o Approval of March meeting minutes
 - o Kristin noticed Mermaid Convention dates were incorrect.
Alyson Motions, Kristin Second – Sarah and all approve with noted change
- V. Committee Reports**
 - a) Finance Committee**
 - o Action item: Approval of financials
 - o Dawn: Partnership and Alliances \$15k, Marc sits on the BOD for US Travel, going to IPW because of this partnership, along with other things
 - o Legal Fees for Admin, this is for Attorney fees setting up the Foundation
 - o Dawn working to separate bank accounts/financials for projects/Foundation

- TBID under budget, but we were over for January, so looking to see how it settles. Dean asking if there is a better way to report or budget, can we do something with the city? Month to month, it will be hard to identify who isn't paying correctly
- Robyn said there will still be some margin of error, but 5% isn't too bad.
- Marc, there will always be fluctuation in numbers, so let's keep an eye.
- Micah, comfort inn still under Project Room Key until later in the year.
- Wondering if Comfort Inn still being tracked, but not participating?
- Marc, still looking good on Budget, and team is working on new budget
- Robyn asked if any other questions?
- Dean motioned to approve financials for March 2022, Terry second, all approve included Sarah.

b) Marketing Committee

- Alyson shared the committee updated the structure.
- Dean asked about approval of budgets for Leena and Maggie, Marc explained they have within budgeted line items, if it goes over, then it would come to the board. But right now, the teams are very under budget
- Alyson shared that Leena and Maggie will provide monthly reports for high level information, but the committee becoming quarterly so it frees up time
- Marc, RCTT uses Madden Media more for Marketing, so the committee does not need to drive these decisions.
- The Rowing Team lead ended up in Folsom at RI, and it seemed they had worked with the property in the past. Dean wanted to know if RCTT sponsor the event. Would a sponsorship have helped secure in Rancho Cordova?
- Leads are coming out, but are we qualifying to where else they are looking?
- Kristin – what are Maggie's guidelines for rebates? Marc will help give clear direction for all.
- Alyson – Tourism Summit Monday! We would love to see you all. Robyn agreed. Also, if a board member wants to go, RCTT will pay for your ticket.
- Next year, should we offer to host a Board Member comp to the Summit? Terry says yes, Alyson seconds!

c) Executive Committee – Project updates

VI. General Discussion Items

- Calls for VP of Sales Ryan with Signia, management for TownePlace Suites - Adam is the GM just out of town for summit. Were hoping to open July, but because of supply chain, not until September. They are opening the AC Hotel in Folsom.
- Owner of Holiday Inn toured La Quinta since it is up for sale

VII. Chairperson's Update

- Nothing additional
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VIII. Director Updates – Open Forum

- Many more events, 3 events participating in this weekend, 1000 cyclists will be here, rowing, and a golf tournament for CCC and will have a presence at all 3. Sponsorship of Hangtown. Track & Field, Golden West Invitational.
- Alyson – can we follow up with Mermaid Convention for rooms?
- Robyn- are we partnering with T&F for rooms? Marc is working with John Mansoor, they are an official partnership, Marc will talk to Maggie about room night bids.

IX. Property Updates – None to report

X. New Business/Future Agenda Items

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

- Budget will be presented at next BOD Meeting
- Robyn shared it will be sent out prior, so it can be discussed and approved in May, so we can make any changes in June.
- May 20th BOD – 10 am
- May 11th Exec – 10 am
- ~~June 11th~~ marketing June 15th

XI. Closed Session – Property Matters

1:20pm - concluded at 1:39 pm

XI. Adjourn – 1:39pm

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.

Melissa at FFI GM, oversell by 42 RMS