



**Rancho Cordova Travel and Tourism Corporation  
Board of Directors Meeting Minutes  
Friday, August 26, 2022, Noon – 1:30 PM  
American River Grange  
Rancho Cordova, CA 95670**

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

**Attendance:**

**Board Members Present:** Robyn Cornell, Diann Rogers, Dean Chapman, Sarah Alvarado(remote), Kristin Goble, Terry Park

**Board Members Absent:** Micah Runner

**Advisory Members Present:** Lt. Matt Tamayo(Rancho Cordova Police Department) and Patrick Larkin(Cordova Recreation & Park District)

**Also in Attendance:** Marc Sapoznik(CEO/President), Dawn Hall(Operations Director), Leena Riggs(Director of Marketing and Partnerships), Nayem Islam(California Inn & Suites), Adam Bowley(TownePlace Suites) & Nicholas Wilson-Murray(TownePlace Suites)

**Agenda:**

**I. Call to Order – Robyn Cornell, Chair**

- Establish quorum-Established at 12:06pm
- Comments by the Chair-Robyn Cornell welcomed everyone and asked everyone to introduce themselves.

**II. Public Comment – Matters Not on the Agenda -Nothing to report.**

**III. Introduction of New Advisory Members**

**IV. Matters Requiring Action or Notice**

- Approval of June meeting minutes-Move to September Board Meeting

**V. Committee Reports**

**a) Finance Committee**

- a. **Action Item:** Kristin Goble motioned to accept the June financials as presented. Diann Rogers seconded. Sarah Alvarado(remote) voted yes. Motion passes by all board members present.
- b. **Action Item:** Terry Park motioned to accept the July financials as presented. Dean Chapman seconded. Sarah Alvarado(remote) voted yes. Motion passes by all board members present.

**b) Sales/Marketing – Marc Sapoznik**

- a. Staff presented at IPW show in Florida. Marc worked the Media component. Maggie met with tour operators to secure future business. Visit California secured “Food Magazine” to visit and Rancho Cordova will be included in the campaign.
- b. Monday we will have Lisa Leonti-Nottingham join our team as Sales Coordinator. She comes to us from Visit Sacramento and the Midtown Market.
- c. In May and June we worked with Madden Media to launch a Expedia campaign. We put up \$25k, Visit California matched those funds and Expedia also matched with a campaign of \$75k. The results proved \$446k in room nights in Rancho Cordova.
- d. Trip Advisor has been running a campaign all summer. Details to come on the results.

**c) Executive Committee**

- a. Board development – Robyn Cornell let everyone know that we need new board members. Please reach out to your colleges in our hotels to show them the value of sitting on this board. Robyn suggested that we may do some afternoon early evening mixers to gain some interest.
- b. Please RSVP to the Annual Meeting – invites have went out

**VI. General Discussion Items**

- o Marc Sapoznik asked that everyone on the board please send in your surveys. They have been sent a couple of times now.
- o Double Tree was purchased by VIVO and that property will convert into apartments starting Q1 of 2023.

**VII. Chairperson’s Update**

**VIII. Director Updates – Open Forum**

- o Diann Rogers thanked everyone for their sponsorship for the Elected Officials event held at the Sacramento Marriott Rancho Cordova.
- o Diann Rogers mentioned that the Chamber’s Golf Tournament is coming up on September 23rd and they are putting out an ask for Raffle Items.
- o The Chamber has endorsed some candidates and if anyone is interest in that list, please reach out to Diann.
- o Diann also mentioned that she is participating in a Business Expo/Job Fair with Russian American Media on September 7<sup>th</sup> from 10-4pm. Check with her for details.
- o The Chamber has put together a Homeless card of resources of who to call for assistance. These cards are also in Russian and Spanish.

**IX. Property Updates**

- o Courtyard is still looking for an events specialist
- o TownePlace is opening in November with 117 rooms. Soft opening coming soon.

**X. New Business/Future Agenda Items**

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

**XI. Closed Session – Agreements, Personnel**

**XII. XI. Adjourn – at 1:29pm**

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 Dawn Hall/Operations Director*