

VISIT   
**RANCHO  
CORDOVA**  
CALIFORNIA

**Rancho Cordova Travel and Tourism Corporation  
Board of Directors Meeting Minutes  
Friday, January 28, 2022, Noon – 1:30 PM**

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

**Attendance:**

**Present:** Robyn Cornell, Sarah Alvarado, Kristin Goble, Alyson Brian, Dean Chapman, Terry Park, Diann Rogers, Micah Runner

**Absent:** None

**Also in Attendance:** Marc Sapoznik (CEO/President, Dawn Hall (Operations Director), Ciara Ursos (Marketing Coordinator), Leena Riggs (Director of Marketing and Partnerships), Maggie Huss (Sales Director)

**Agenda:**

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

- Establish quorum at 12:04pm
- Comments by the Chair – Welcome to our first board meeting of 2022. Let's continue to do great work for our stockholders

**Public Comment – Matters Not on the Agenda**

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**Matters Requiring Action or Notice**

- Approval of December meeting minutes: **Action Item:** Alyson Brian motioned to approve the December Meeting Minutes as presented. Kristin Goble seconded. Motion passes by all board members present.
- Bylaws – Diann Rogers finished the discussion on the changes. Alyson will send out the final version without all highlighted information and everyone needs to take one more look and updated by-laws will be voted on in the February Board Meeting and put on the agenda. This will include the video conferencing language.
- Officer resignation-RCTT never received any type of resignation from Mirinda Sildack. She has been absent since July 2021. **Action Item:** Diann Rogers motions to remove Mirinda Sildack from the Board of Directors and her role on the Executive Committee per the by-laws (Section 11, Article 5). Kristin Goble

seconded. Motion passes by all board members present. The vote was unanimous.

#### **Executive Director's Update – Marc Sapoznik**

- Thank you to Diann Rogers and the Chamber for the PPE distribution at City Hall on Thursday, January 27, 2022. Got some great PR both by the community and the media.
- CH&LA will be delivering PPE for our hoteliers within 5-10 days. We will keep you in the loop as pickup dates.
- Final details for the land acquisition. We are very close to signing an agreement. Our major partner is ready to go.
- Funding levels are good in the last few months and our finances are on track.

#### **Committee Reports**

##### **Finance Committee**

- a. Approval of financials for December- **Action item:** Alyson Brian motions to approve the December Financials. Kristin Goble seconded. Motion passes by all board members present.
- b. Approval of mid-year budget revise-Marc presented a high level of the mid-year budget. **Action Item:** Kristin Goble motions to approve the revised budget as presented. Alyson Brian seconded. Motion passes by all board members present.

##### **Executive Committee**

- c. Robyn stated that we talked about starting up our committee meetings. Marc will reach out to set up meetings.
- d. Property funds are now back in the budget for Training or other asks for their specific hotel. Executive committee will review these as they come in. Please utilize these funds and please spread the word.
- e. Robyn reached out to the new general manager at the Holiday Inn. We are hoping to get them more involved with our board and organization.

#### **General Discussion Items**

- Maggie became full-time in January. She is now out in the community and scheduling meetings. This is what she is working on.
  - Started volunteering with CalSAE.
  - Getting more time with meeting planners.
  - Running an ad for meetings planners and is running through the end of the year.
  - Attended PCMA in Las Vegas-networked with planners and DMO's with very similar cities. Took some great classes.
  - Working with Ronnie on a Destination Analysis – get everyone excited about things going on in Rancho Cordova. This will be a field trip. Looking for 1 person from each hotel. GM's, directors, and sales.
- Ciara has been updating our content on the website.
- Addition of engaging videos on the Barrel District.

#### **Chairperson's Update**

**Director Updates – Open Forum.** None to report

**II. Property Updates –**

- Fairfield in under renovation
- TowneHome Suites are looking to open in April
- La Quinta sale to be closed by March 3, 2022. Owned and managed by Highgate. The additional rooms will start up on March 12<sup>th</sup>. Looking to have all of the inventory back by April.

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

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

- Bylaws for final approval
- Property funds
- Hospitality Summit on March 10<sup>th</sup>
- Happy birthday to Micah Runner

**XI. Adjourn – Meeting adjourned at 1:20pm**

Respectfully submitted by Dawn Hall – Operations Director