



Rancho Cordova Travel and Tourism Corporation

Board of Directors Meeting Minutes

Friday, May 20, 2022, 10 AM – 11:30 AM

RCTT Office Conference Room

10969 Trade Center Drive, Suite 100

Rancho Cordova, CA 95670

Zoom Link:

<https://us02web.zoom.us/j/82810972117?pwd=cNv4GrXsmmKmNNllaZGfsl2Dx54lay.1>

RCTT Values: Kaizen Respect Integrity Alignment Innovation

Attendance

Board Members Present: Sarah Alvarado, Alyson Brian, Kristin Goble, Diann Rogers, Micah Runner

Board Members Absent: Terry Park

Also in attendance: Marc Sapoznik (CEO/President), Dawn Hall (Operations Director), Maggie Huss (Director of Sales), Sandy Harwood GM Hyatt Place, Hillary Johnston Sales Director Hyatt Place, Chris Lott GM Marriott Rancho Cordova

In Attendance Via Zoom: Dean Chapman, Robyn Cornell

Prior to meeting and calling meeting to order, Marc awarded Hillary Johnston the Tourism Champion Award for 2021.

Agenda:

I. Call to Order – Robyn Cornell, Chair

- Establish quorum at 10:22am.
- Comments by the Chair – None to report

II. Public Comment – Matters Not on the Agenda -None to report

III. Matters Requiring Action or Notice

- Approval of April meeting minutes – There were the following corrections:
 - Attendance should be entire board and not just Executive board
 - Board members absent s/b Diann Rogers
 - Item X – June 15 is the marketing meeting not the 11th
- Micah Runner motioned to accept the April Meeting Minutes with above changes. Kristin Goble seconded. Motion passes by all board members present. Robyn Cornell and Dean Chapman both voted to approve the April meeting minutes via zoom.

IV. Committee Reports

a) Finance Committee

- Approval of financials – Dawn Hall pointed out that the budget items for Destination Development are now being expensed and deposited in the Alchemy District's bank account. Also, Dawn Hall provided an annual budget 2021/2022 report with May and June still using budget numbers. We are now paying DD expenses through that account. There were no questions. **Action item:** Alyson Brian motioned to approve the April Financials as presented. Sarah Alvarado seconded. Motion passes by all board members present. Robyn Cornell and Dean Chapman both voted to approve the April financials via zoom.
- a. Action item: Approval of 2022/2023 Budget – Board decided they would approve the new budget once they were provided the line items in the Marketing and Sales in the June board meeting. The updated/revision will be emailed to the board by Friday, June 17th.
 - i. Dawn discussed most line-by-line items of the new budget and here were the discussion points.
 1. Conservative income in regard to TBID discrepancies.
 2. Payroll has 8 employees with reviews and bonuses included at the maximum allowed.
 3. Simple IRA varies because of hourly employees – using the 3% matching from company.
 4. Diann asked about September being higher and explained that that is when our Worders Comp renews. Estimated double from prior year.
 5. Alyson stated that we may want to look at the cell phone allowance being too high.
 6. Micah stated that the education line item seemed high. Explained that some conferences are purely educational, and those conferences are put in this line item. Also, Marc is planning on doing a day with staff and a facilitator for all staff once everyone is hired.
 7. Pointed out that our reserve needed to increase \$20 based on our annual income. Dean Chapman questioned if \$120k was enough. Explained that our Management District Plan dictates the percentage.
 8. Noted that our balance forward is \$750k in which \$100k is our reserve. These funds were not used in our current budget and the board will need to decide if we want to put it back into our budget or move the balance into the Alchemy District. More discussion to come on this.

b) Marketing – Please review report as Leena is not available

c) Sales Updates - Maggie presented her Sales report

- a. The sales incentive is now active

- b. Robyn Cornell mentioned that our website is not very user friendly. Maggie knows this and will be working with Tempest to try and improve the experience. Most likely will be later this year due to travel.
- c. Maggie asked to get updated information from the properties once booked.
- d. Maggie is meeting with top level people in Rancho Cordova to get their vision and how we can help.

d) Executive Committee – Discussion was mostly centered around the budget for 2022/2023.

V. General Discussion Items – Nothing to report

VI. Chairperson's Update – Nothing to report

VII. Director Updates – Open Forum

VIII. Property Updates

- o Alyson Brian let everyone know that she will be leaving the board in June. She has accepted a promotion within Marriott but will not have time to continue on our board. Everyone thanked her for her time and efforts to our board. Alyson was very appreciative of the experience she received while in her role on the board.

IX. New Business/Future Agenda Items

- o Will approve 2022/2023 budget
- o Discuss Board Retreat and dates

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

X. Project discussion for remainder of time.

XI. Adjourn at 11:58am

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 / Operations Director