



RCTT Board Meeting Minutes

Visit Rancho Cordova - 10969 Trade Center Dr #100, Rancho Cordova, CA 95670

Friday, 10/28/2022

12:09pm – call to order

In attendance: Marc, Terry, Matt from RC PD, Chris, Adam, Michelle, Ashley, Amanda and Kristen

Marc Sapoznik– overview of Agenda

Assistant Police Chief Matt Tamayo– went over crime information provided at the meeting specifically showcasing calls at RC Hotels/Motels in the area

Not every crime is shown, only more serious crimes within 100 ft. of Hotels/Motels Jan-Aug, 2022 – this data is derived from reports created only, not all calls to the PD

Mostly seeing a decrease with crime – auto theft up/aggravated assault up

Crime trend is down – could be lack of reporting or simply not reporting the crimes. Please reach out to RC PD for assistance at your property

Action item: Michelle Quartarolo – officially voted on for BOD Secretary; all present board members voted in favor.

Action item: board approved previous minutes from September

Marc Sapoznik – went over financials, TBID is off by 6.3%

Marc Sapoznik – Marketing spending going up a little due to Special Projects for Marketing

Action item: board approved the September financials

Reviewed Sales and Marketing Data in our Binders

Amanda Norton and Ashley - City of Rancho Cordova presented the idea of a CA Film Office. This would bring some filming industry to Rancho Cordova – indie films/commercials. Heads in beds opportunity and other revenue generated in RC.

Some funding would come from RCTT – TOT would go to the City of RC from room nights at local hotels generated from filming projects.

\$25,000.00 for three years from RCTT.

Terry Park– Excited for the project, this would open up more opportunity for the City of Rancho Cordova

Michelle Quartarolo– This type of industry will put Rancho Cordova on the map (more recognition of our City)

Project to be funding for (3) years only, we would receive an update on where the funding is going and if hotels are showing return from this project.

Marc Sapoznik– OK to begin the contract with the filming project for the Board to review the document

Terry Park– wants to look at the financials with the board first

Marc Sapoznik– Structure payments for the project over the year

Terry – Quarterly payments of the \$25,000 each year sounds good. Ultimately the Board will vote on payments for the project

Chris Lott – worked with the San Diego filming commission – great promotion of the city, provides excitement and pride for residents. Opportunity offers growth to RC.

Amanda Norton and Ashley will draft contract and bring back to the Board for review

Marc Sapoznik– Social Media stats, website traffic is going up. Working on another campaign with Expedia. Greg is putting out a lot of great content with Barrel District

CA Visitors Guide added exposure to 500,000 people, digital piece as well

Media guest – Elsa Navarrete from Food and Travel here in RC for two days and then explored the Gold Country with the Gold Pass – check out her social media

Group reviewed the STAR report, occupancy and ADR has gone up

Reviewed the Sales Report

Hangtown 2023 will be televised internationally and budget for event has grown by \$25-million.

Executive Committee meeting will be one week before the Board Meeting

Adam – TownePlace Suites will open 12/20/2022!

RCTT present at The State of the City – 11/2/2022 at 5:30pm

New Youth Center opening, 11/3/2022 – 4pm VIP guests arrive, including g RCTT staff.

Matt Tamayo– Shot Spotter is a new feature of the Rancho Cordova PD. This device detects a gunshot or loud noise PD is then dispatched within 60 seconds. Helpful to officers to head on scene right when activity is happening.

Respectfully submitted by Michelle Quartarolo

