



**Rancho Cordova Travel and Tourism Corporation
Board of Directors Meeting Minutes
Friday, June 25, 2021, 12:00 PM**

RCTT Values: Kaizen Respect Integrity Alignment Innovation

Board Members in attendance: Sarah Alvarado, Mirinda Slidack, Robyn Cornell, Diann Rogers, Dean Chapman, Andrea DeBruyn

Board Members Absent: Kristin Goble, Micah Runner, Terry Park

Also in Attendance: Mark Sapoznik (Executive Director), Leena Riggs (Marketing Manager)

Agenda:

Call to Order – Robyn Cornell, Chair- 12:08

- Established quorum at 12:08
- Comments by the Chair- Robyn- It will be a quick meeting to give Tammy some time for her presentation.

Public Comment – Matters Not on the Agenda- No comment

Matters Requiring Action or Notice

- Approval of May Meeting Minutes:
Action item: Andrea motions to approve, Sarah Alvarado seconds. Approval of minutes by all board members present.

Executive Director's Update –

Marc Sapoznik

- Reminder of presentation July 21st at noon. Marc encourages board members to look at data and ask questions at the meeting. Info sent out is still proprietary.
- Starting to see much more interest in events: California Capital Airshow, Hang Town Motocross, etc. It's likely that sponsorships will be on the marketing meeting agenda.
- RCTT is getting close to bringing on a new Marketing Coordinator, should be making an offer in the next week.

- Final approval for the TBID was given on the 22nd. July 1st the new charges commence.

Committee Reports

A) Finance Committee

- B)** Action item: Approval of Financials- We exceeded our budget revenue figures. Expenses were over budget due to contract consulting fees. Assessment was under collected compared to STR.

- C) Executive Committee-** A lot of exciting things happening, be sure to be at the meeting.

- D) Marketing Committee-**Threshold 360 does things such as virtual tours, we will be bringing them on. We will discuss more in the Marketing meeting.

- C) Nominating Committee-** We are getting together in July, Robyn and Diane will be setting aside time to go over by-laws.

General Discussion Items- Robyn- No additional updates.

Chairperson's Update- None

Director Updates – Open Forum.

- Diann thanked everyone for attending the Business Expo. Elected officials' event (not a political event) gives a chance for 1-on-1 with elected officials, happens August 4th. Chamber golf tournament take place September 10. A lot of things happening with the Chamber, including some new positions. Leadership program is back on track: any interest from RCTT would be great.

Property Updates

- Mirinda- Property will be going under construction to have new bar area installed. Chamber Ambassadors is looking for a place on Mondays in the morning.

New Business/Future Agenda Items-

- Next board meeting will be 7/30 at noon.
- Planning to do Marc;s review in July.

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

Adjourn- 12:51

Respectfully submitted by Andrea DeBruyn, Secretary.