



**Rancho Cordova Travel and Tourism Corporation
Board of Directors Meeting Minutes
Friday, February 26, 2021, Noon to 1:30 PM
Zoom Meeting**

Invite link:

<https://us02web.zoom.us/j/84332363943?pwd=MHkrclwQ1hzZ3BHT0JOZTZRY1JuZz09>

RCTT Values: Kaizen Respect Integrity Alignment Innovation

Attendance:

Board Members in Attendance: Dean Chapman, Alyson Brian, Sara Alvarado, Diann Rogers, Robyn Cornell, Andrea DeBruyn, Mirinda Sildack, Kristin Goble

Board Members Absent: Terry Park and Micah Runner

Also in Attendance: Marc Sapoznik (Exec Director) and Dawn Hall (Bookkeeper)

Agenda:

I. Call to Order – Robyn Cornell, Chair

- Establish quorum and started meeting at 12:05pm
- Comments by the Chair – Robyn shared that she is very proud to be acting as chair and getting things to a new normal.

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

III. Matters Requiring Action or Notice

- Approval of January Meeting Minutes – **Action Item:** Diann Rogers motions to approve the January Board Meeting Minutes as presented. Mirinda Sildack seconded. Motion passes by all board members present.

IV. Executive Director's Update – Marc Sapoznik

- Marc complimented the Chamber on a great BOEF Event.
- There will be a hotel watch meeting on 02/25/2021 and the focus will be on drugs. Copies of the meeting will be sent out via email to all properties. RCPD is asking for all properties to please report all incidents when needed. Properties will be notified of next meeting.
- PPP has been approved and funds should be received shortly of \$39k.
- Pinnacle Payroll Services has refunded back to RCTT the Tax overpayment from 2020.

- Tempest will be sending RCTT a refund for work that was billed out, but never delivered. Should be receiving a check by next week of approximately \$35k.
- Project – Marc has had some great conversations with developers and there is some parties interested.
- RCTT has passed the threshold for TBID change. We have had no properties that have said no. Civitas and Marc will be presenting to City Council on March 1st. Then there will be a 30-day challenge. There are currently 7 properties that did not respond and 3 of them are having issues getting the appropriate person to sign off.
- We are seeing a slight up tic with travelers. California guidelines are that you should stay within 100 miles of your home. We are hopeful that we will be moving into the Red Tier soon.
- April 1st starts our new marketing campaign. Visit California is promoting road trips and we will tag onto that message.

V. Committee Reports

a) Finance Committee

- a. Action item: Approval of Financials – Mirinda Sildack presented the financials. Robyn pointed out that the City Grant on the budget is in Misc. Income. Kristin Goble motions to accept the January Financials as presented. Andrea DeBruyn seconded. Motion passes by all board member present.
- b. Approval of Fired Up Culture Contract- Marc talked about our new TBID starting in July. With that change he is looking to hire a contractor for putting together a strategic plan for the organization. Marc is recommending hiring Tammy Caravan with Fired Up. Tammy’s expertise is in organizational assessment and strategic planning. Everyone should have received in their email her proposal. She would provide a one-year plan and then a 3–5-year plan. Fired up is top in their field in our industry. There focus in on industry and includes board processes. They will provide actionable items and how to prioritize them. We would work with them from March-June and the contract cost is \$6.5k. **Action Item:** After much discussion, Dean Chapman motions to approve the \$6.5k contract with Fired Up. Kristin Goble seconded. Motion passes by all board members present.

b) Executive Committee

- a. Robyn stated that their meeting was last week. Thank you to everyone who supported the TBID changes. We went through financials with new executive committee. Talked about our rolls of the committee.

c) Marketing Committee

- a. Mirinda Sildack announced that Hillary Johnston will be taking over chairing the Marketing Committee. Hillary will be at the board meetings in the future to give report.
- b. Alyson brought up a project idea to the committee. It is a one-page PDF to use at the properties of what is happening in a particular month. It can be used to send out to incoming guests, and it will have weekend events and local restaurants spotlighted and who is open. This will help the collateral at the front desk. Leena has already created a draft and should be out soon.

d) **Nominating Committee**-Diann would like to update the by-laws with the new terms limits approved. She asks that those who are termed out to please reach out to Marc about your plans for the board. Robyn Cornell will partner with Diann to get this completed.

VI. General Discussion Items -Diann thanked everyone for those who attended the BOEF and thanked Encore for the professional job they did for them. The Chamber has 3 new staff. Pam Garcia, Membership Manger, Daniel Guerrero, on loan from SMUD for 18 months as a community relationship member, and Sally Buchanan is our contractor that is working on special projects.

VII. Chairperson's Update – Nothing further

VIII. Director Updates – Open Forum

IX. Property Updates

- LaQuinta is still only operating 67 rooms.
- Fairfield starts remodel at the end of the year.
- Marriott has no timeline on renovations.
- Looks like at least a year out for the new property that broke ground near the Marriott.
- Hoping to see more people getting the vaccines. Marc will share out timelines for hospitality.

X. New Business/Future Agenda Items-none.

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

XII. Adjourn – Meeting adjourns at 1:21pm

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 S Hall, Bookkeeper.