



DOWNTOWN
TRACY

TRACY CITY CENTER
ASSOCIATION

TRACY CITY CENTER ASSOCIATION, DISI - COMMITTEE MEETING

January 18, 2012 – 8:00 A.M. Tracy Transit Station

AGENDA ITEMS:

1. **Open** – Kim Scarlata
2. **Overview of Goals & Objectives** – Kim Scarlata
 - a. Communication
 - i. Website
 - ii. TCCA Visibility and Branding
 - b. Events
 - i. Spring Event
 - ii. Fall Wine Stroll
 - iii. Establish 2012-2013 Event Calendar
 - iv. Downtown Block Parties
 - v. Farmer's Market
 - c. Beautification
3. **Other:**
4. **Next Meeting:** TBD

BROWN ACT:

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts DISI Committee Agendas at www.TracyCityCenter.com. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, please notify Janis Couturier at 209-597-0073 or by email at jcouturier@tracycitycenter.com at least 48 hours prior to the meeting.

DISI COMMITTEE GOALS

Team	Goal	Tasks	Lead	Due Date	% Completion	Status Notes
Communication	Complete TCCA website	a. Selection of new Web management company/ individual	Jan Couturier	11/30/11	75%	Obtain proposals and arrange presentations for next DISI Meeting
		b. Develop Marketing Campaign for website & social media	TBD	1/30/12	0%	
		c. Develop Pay Pal	TBD	TBD	0%	
	Utilizing TCCA website at the branding benchmark assure other marking pieces compliment	a. Develop strategy to finalize website	TBD	8/1/11	0%	Revised to 1/30/12
		b. Develop strategy to finalize business owner information	TBD	8/1/11	0%	Revised to 12/30/11
		c. Printable (pdf) tri-fold TCCA/Business Brochure to be added to website	TBD	8/30/11	0%	Action Suspended
Communication	Maintain TCCA Visibility/ Branding	a. Coordinate Farmer's Market booth w/banner(s) for TCCA & Wine Stroll	TBD	2/1/12	100%	Complete
		b. Oversee Marketing/Promotion for Wed. & Sat. Farmer's Market	TBD	On-going	100%	Complete
Communication	Market TCCA and Downtown	a. Create DISI update for monthly District Newsletter	TBD	8/1/11	0%	No action
		b. Develop Marketing Brochure	TBD	8/30/11	0%	No action
Events	Wine Stroll	a. Select Coordinator and Prepare activities	TBD	2/8/12	100%	Complete
	Halloween Parade	a. Select Halloween Coordinator	TBD	8/1/11	100%	Complete
		b. Process Permits	TBD	9/1/12	100%	Complete
		c. Allocated Budget	TBD	8/1/12	100%	Complete

Events	Christmas Holiday Events	a.	Assign Coordinator for Christmas Holiday Parade and Transit Events	Jack Elliott	8/1/11	100%	Complete
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DISI COMMITTEE GOALS

Team	Goal		Tasks	Lead	Due Date	% Completion	Status Notes
Events	Christmas Holiday Events	b.	Develop Holiday Shopping Events	TBD	9/1/11	0%	Cancelled
		c.	Determine Holiday Decoration plan & select coordinator	Jan Couturier	9/1/11	100%	Complete
Events	Events	a.	Develop Events for January - June 2012	Jack Elliott	12/7/11	25%	Fall Wine Stroll, Halloween Parade, Christmas Parade
		b.	Develop Events for June - December 2012	Jack Elliott	1/4/12	0%	
		c.	Select Coordinator for 2012 Block Parties	Jan Couturier	12/7/11	0%	
Events	Farmer's Market	a.	Create Farmer's Market Task force to determine direction for 2012 Farmer's Market - Consider Use of New 6th Street Plaza	TBD	12/30/11	0%	
Beautification	Maintain TCCA Visibility/ Branding	a.	Create Landscape Task Force	TBD	12/30/11	25%	Meetings with Tidy Town Coordinators -