



DOWNTOWN
TRACY

TRACY CITY CENTER
ASSOCIATION

TRACY CITY CENTER ASSOCIATION, DISI - COMMITTEE MEETING

June 1, 2011 – 8:00 A.M. TRACY TRANSIT STATION

AGENDA ITEMS:

1. Open and Introductions – Claudia Nicolaou & Jonie Endo
2. Wine Stroll – Dave Warta
 - a. June 3
3. TCCA Branding – Kim Scarlata – Jan Couturier
 - a. Banners for 10th Street – Mock Up
 - b. Decals for distribution
4. Farmer's Market –
 - a. PCFMA – Marketing of Wed event
5. Plants & Beautification – Jan Couturier
 - a. Completed 5/27
6. Preparation for fiscal year 2011-2012 – Jan Couturier & Dino Margaros
 - a. Executive Committee update – Business Attraction Primary Focus for 11-12
 - b. Calendar of activities to be coordinated with City sponsored events
 - c. Marketing TCCA –
 - i. Website
 - ii. Banners
 - iii. Landmark Sign
 - d. Decorations for Holidays –
 - i. Rent vs. Purchase
7. Other:
8. Next Meeting: July 6, 2011 8:00 a.m. Tracy Transit Station

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.

	DISTRICT IDENTITY		
	Wine Stroll - Fall		-
	Halloween Parade		3,000
	Holiday Event		7,500
	Holiday Decorations & Installation		7,500
	Wine Stroll - Spring		-
	Web Site Development & Maintenance		9,000
	Marketing & Brochure Production		10,000
	Beautification		10,000
	Unallocated		3,000
	DISI SUBTOTAL		50,000