DOWNTOWN TRACY
TRACY CITY CENTER ASSOCIATION

Board of Directors – April 23rd, 2024 – 4:00PM

Tracy Transit Station

50 East 6th Street, Room 105

Closed session from 4:00pm-6:00pm, regular agenda 6:00pm-7:00pm

Allotted time for public comments at all TCCA meetings will be as follows: Consent Agenda - 10 mins. (divided among all speakers), Public Comments/Announcements - 15 mins. (divided among all speakers), Regular Agenda Items – 5 mins. per speaker)

Present: Frank Grande, Dan Schack, Greg Cose, Lisa Aguilera, Chris Hewitt, Don Cose

Staff: Reza Kazemi, Katie Moreno, Ashlyn Smith, Bianca Scotto, Amber Decou

1) **Call to Order and Introductions**

Chris Hewitt called the meeting to order at 4:05pm.

2) **Public Comments and Announcements for Items Not Included on the Agenda**

   a) *This section of the agenda is provided so that the public may express comments on any item within the jurisdiction of TCCA not listed on the agenda. Board members may refer a matter to staff or a committee for review for future Board consideration.*

Bob Tanner commented on the frequency of the public comments on each agenda item.

3) **Motion to Conduct Closed Session (4:00pm-6:00pm)** ***Action Item***

   a) Update by legal counsel on litigation-Gov't Code Section 54956.9(d)(1)-*Kristen Barrios v. Tracy City Center Association, et al*.

Greg Cose motioned to go into closed session. Don Cose seconded the motion. All were in favor, none were opposed. Lisa Aguilera motioned to go into open session. Greg Cose seconded the motion. All were in favor, none were opposed. There was nothing to report from the closed session.

4) **Public Comments and Announcements for Items Not Included on the Agenda**

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Gaby Machuca spoke of the SCORE service she had mentioned at a previous meeting and their services and resources. She also mentioned San Joaquin WorkNet. Both of these businesses have great resources TCCA could benefit from.

5) **Announcements**

   a) City of Tracy – Jorge Barrera/Anna Cross

No City of Tracy representative, no update

   b) Chamber of Commerce - Maria Valenzuela/Lisa Aguilera

Lisa Aguilera stated that the State of the City is May 30th.

   c) Public Comments for the preceding agenda item. *This section of the agenda is provided so that the public may express comments on the proceeding item only.*

6) **TCCA Staff Update**

a) Admin -Katie Moreno

i) Additional responsibilities

Katie stated that she will be taking on several of the daily tasks of operation as the transition of Reza leaving. She will also be the point of contact.

b) Marketing - Bianca Scotto

i) Metrics/Analytics - March Analytics

Bianca went over the growth of social media and the positive feedback. She went over the Farmer's Market marketing and a possible second location for a poster downtown. She commented on her steps to improve TCCA's website

c) Events - Ashlyn Smith

i) Upcoming events

Ashlyn went over the great feedback from Taps on Tenth. She gave the details on the upcoming Block Parties in which TCCA does the concession for the City of Tracy event, and Tee it Up Golf Tournament. Currently TCCA is taking sign-ups for both Tee it Up and the Car Show.

ii) Ad Hoc Event Committee

Ashlyn went over the new event that was started in the Merchant Collaboration meetings. It will be a passport style event. She is also looking for committee volunteers to help with the Wine Stroll. TCCA will also help promote the micro events put on by the merchants.

d) Sponsorship - Amber Decou

i) Sponsorship Update

Amber went over the updates on who has sponsored TCCA and what will be coming in for our events. Lisa Aguilera mentioned contacting the Ellis community to see if they would be interested in sponsoring. Greg Cose suggested the farming community for possible sponsorship opportunities.

e) Executive Director - Reza Kazemi

i) Departure plan

Reza explained that he is training staff to function without him. He is making sure all the parameters are met. He pointed to Katie Moreno as having all local communication. Items that need to be run by executive Board members are payroll, banking, and HR to keep everything running smoothly. Lisa Aguilera asked if he would be keeping his seat on the Board, in which the answer was yes. Dan Schack asked when his departure date would be. Reza stated mid-June.

f) Public Comments for the preceding agenda item. *This section of the agenda is provided so that the public may express comments on the proceeding item only.*

Gaby Machuca asked why the Car Show is limited to 200 hundred cars. She commented that the Corporate Sponsorship does not incorporate smaller donors. She expressed wanting the good will to continue. She expressed concern on who is sponsoring and the look it may portray. Lisa Aguilera stated that we all need to make a group effort in getting to the people with messaging.

7) **4th of July Parade City of Tracy new requirements review** ***Action Item***

Reza Kazemi went over the South San Joaquin County Fire Authority new documents and requirements for events pertaining to crowd management. There was also an email stating that the requirements do not apply to this situation. Chris Hewitt made the motion to direct staff to negotiate with the City of Tracy to codify into the Public Service Agreement (PSA) that TCCA won't be held to the South San Joaquin Fire Authority requirement in the contract otherwise the City of

Tracy will pay for the cost to have security for the event. Frank Grande seconded the motion. All were in favor, none were opposed.

a) Public Comments for the preceding agenda item. *This section of the agenda is provided so that the public may express comments on the proceeding item only.*

Bob Tanner spoke of other non-profits and if they are held to the same requirements and if so how are they doing it?

8) CPA Contract Approval - Engagement Letter ***Action Item***

Reza Kazemi explained that TCCA needs a CPA to fulfill the requirements at TCCA is held in regards to their non-profit status. Chris Hewitt made a motion to approve the engagement of the CPA. Dan Schack seconded the motion. All were in favor, none were opposed.

a) Public Comments for the preceding agenda item. *This section of the agenda is provided so that the public may express comments on the proceeding item only.*

9) Financial activity review - Chris Hewitt

a) Statement of activity - March 2024

b) TCCA Profit and Loss by tag - Hop&Shop TapsOnTenth

Chris Hewitt went over the financial statements.

c) Public Comments for the preceding agenda item. *This section of the agenda is provided so that the public may express comments on the proceeding item only.*

10) Consent Agenda ***Action Item***

The following items are expected to be routine and can be acted on in one consolidated motion as recommended or may be removed from the consent calendar and separately considered at the request of any member.

a) Board Meeting Minutes – March 14th, 2024

Greg Cose motioned to approve the March 14th, 2024 minutes. Frank Grande seconded the motion. All were in favor, none were opposed.

b) Public Comments for the preceding agenda item. *This section of the agenda is provided so that the public may express comments on the proceeding item only.*

11) 2025 District Renewal and New City Proposal – Proposal Chris Hewitt Statement ***Action Item***

Reza Kazemi went over the upcoming contract negotiations that will be taking place with the City of Tracy concerning the Property Business Improvement District (PBID) tax assessment, PSA and concession agreement. The agreements will be separate and the PBID money will be only used for district beautification projects, such as maintenance of the district. Chris Hewitt read the attached statement. Lisa Aguilera stated that we need more conversation with the City of Tracy and more input from the community. Don Cose explained that if we get rid of the district we may never get it back. Greg Cose stated that it is difficult to raise the money if TCCA removed the tax assessment from the budget. Greg made the motion to direct staff to meet with the City of Tracy and table the item until then. Don Cose seconded the motion. All were in favor, none were opposed.

a) Public Comments for the preceding agenda item. *This section of the agenda is provided so that the public may express comments on the proceeding item only.*

Hector John Cardoza stated that TCCA may need to compete with other non-profits organizations, TCCA would not be the only one focused on downtown. Gaby Machuca asked if there was any other option for the PBID funds.

12) Public Comments and Announcements for Items Not Included on the Agenda

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None

13) Adjournment

a) Motion to adjourn

Chris Hewitt adjourned the meeting. The meeting adjourned at 7:55pm.

***Next Board Meeting: Thursday, May 9th, 2024**