



Board of Directors – February 16th, 2024 – 9:00AM

Tracy Transit Station

50 East 6th Street, Room 105

Allotted time for public comments at all TCCA meetings will be as follows: Consent Agenda - 10 mins. (divided among all speakers), Public Comments/Announcements - 16 mins. (divided among all speakers), Regular Agenda Items – 5 mins. per speaker)

Present: Greg Cose, Don Cose, Frank Grande, Lisa Aguilera, Jorge Barrera, Dan Schack

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

1) Call to Order and Introductions

Dan Schack called the meeting to order at 9:00am

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

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.

Lisa Aguilera shared information on the Pub Crawl going on at local restaurants for fallen local military. Several downtown restaurants are participating. Marcus Medina spoke of the meeting the planning commission had about the Food Truck Ordinance. He expressed that he would have liked to see a TCCA representative there. Chris Baker gave an update of the merchant hosted Galentine's event. She mentioned there was great feedback and would like to partner with TCCA more feel supported by TCCA for the merchant hosted events. Gabby Machuca asked when it is appropriate for the public to comment on agenda items. She commented that capital investment varied within the restaurants. Jenni Moore asked when there will be an update on the Executive Director position and the budget. She asked for an update on the board election process. Alice English stated that TCCA has not been transparent. She asked if there was another method of communication besides social media.

3) City of Tracy Announcements – Jorge Barrera/Anna Cross

Jorge Barrera gave a brief overview of the 10-year Economic Development Strategic Plan. He mentioned that TCCA is in the document to collaborate with downtown economic development projects. The quality of life of Tracy is a huge part of the plan and how to make it better for the community. He spoke about the Main Street program and that TCCA and the city are collaborating together. Jorge explained a leakage report of where the local population goes outside the city to other amenities. The city is currently hiring a real property agent to help manage the city owned assets, such as the Westside Market.

4) Chamber of Commerce Announcements – Maria Valenzuela/Lisa Aguilera

Lisa Aguilera mentioned that the Chamber will be partnering with TCCA for the Taps onTenth event.

5) TCCA Staff Update

a) Admin

- i. CRM, equipment analysis, business licensing, permitting updates

Katie Moreno explained what the new CRM will look like and its functionality. She also went over where she is in the permitting process of the events.

b) Marketing

- i. Metrics/Analytics

Bianca Scotto went over the monthly analytics of the social media handles. She also went over the additional projects she is working on, such as TCCA branding. Lisa Aguilera suggested partnering with the schools for the kid appropriate events. Jenni Moore asked if Tracy Press was being utilized for marketing purposes.

- c) Events
 - i. Upcoming events
 - ii. Ad Hoc Event Committee

Ashlyn Smith gave an update on Hop&Shop and Taps on Tenth. Both events have tickets currently for sale. Alice English asked to clarify when it is the correct time for the public to comment on the agenda items. Reza Kazemi and Frank Grande stated they would see what is the appropriate mandatory time for public comment.

- d) Sponsorship
 - i. Sponsorship Update

Amber Decou went over the updated numbers of sponsorships that have come in and what businesses she has been in contact with. Chris Baker suggested that with the increased sponsorships that the merchant fees could go down.

- e) Executive Director
 - i. PSA – Concessions
 - ii. Parades, Tree lighting, Santa Hut
 - iii. CPA update
 - iv. Merchant Mixer

Reza Kazemi stated that he has had several meetings with the City of Tracy. Updates are TCCA needing insurance for non-owned vehicles. The city will now provide a few staff to help with set up and take down of events. He also had a meeting with the police department. TCCA's cost of security is going up since the events are growing in size and need more security for crowd control. He briefly went over some budget items and explained that the budget will show a loss up front until the events start bringing in revenue since the events need initial spending on items for the events. He should have an update on the next meeting, as the responses from the CPA and lawyers hadn't been received yet. Reza gave a review of the merchant mixer. TCCA is working on some of the items that the merchants had concerns on. Gabby Machuca suggested the event calendar be a sponsorship opportunity.

6) 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.

Board Meeting Minutes – [Board Meeting January 24th, 2024](#)

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

7) District Renewal – Update – Jorge Barrera

Jorge Barrera gave an update on the renewal. The bids were advertised by the City of Tracy. One bid did come in. A full list of the bidders were sent to TCCA for review. A bid should be reviewed and accepted by March. Gabby Machuca stated that she has been reaching out to TCCA to get an update on the renewal. She requested where the information is available for the public.

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

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.

Chris Baker commented that everyone in these meetings is very passionate about the downtown. Cooperation from everyone is needed. A different approach to addressing each other is needed. She did comment on the effort and changes that are being made. Jenni Moore had questions about the wine stroll budget. Lisa Aguiler stated the frustration over public comments. She has reached out to several community members who has voiced frustration and she has tried to meet with them to address concerns. She suggested the public reach out to the Board members to give them a chance to respond to questions. Alice English voiced her opinion that the agenda does not work as it is currently laid out now. She suggested following protocols that allow for public comment. Reza Kazemi addressed moving the meeting along and that it was the President's responsibility. Jorge Barrera stated that he values everyone's opinion. Dan Schack left at 10:43am. Don Cose left at 10:44am. Greg Cose commented on the level of frustration with everyone. He stated that there needed to be long term solutions.

9) Motion to Conduct Closed Session

Action Item

- a) Interim Executive Director contract extension

Not enough Board members present to have a closed session.

10) Adjournment

- a) Motion to Adjourn

Meeting was adjourned at 10:55am.

***Next Board Meeting: Thursday, March 14th, 2024**