



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)

1) **Call to Order and Introductions**

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.

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

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

5) **TCCA Staff Update**

a) Admin

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

b) Marketing

- i. Metrics/Analytics

c) Events

- i. Upcoming events
ii. Ad Hoc Event Committee

d) Sponsorship

- i. Sponsorship Update

e) Executive Director

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

6) **Consent Agenda**

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](#)

7) **District Renewal – Update – Jorge Barrera**

8) **Motion to Conduct Closed Session**

- a) Interim Executive Director contract extension

9) **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.

10) **Adjournment**

- a) Motion to Adjourn

Action Item

Action Item

***Next Board Meeting: Thursday, March 8th, 2024**