



Board of Directors – January 24th, 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: Dan Schack, Frank Grande, Greg Cose, Don Cose, Lisa Aguilera, Chris Hewitt, Anna Cross, Jorge Barrera

Staff: Reza Kazemi, Katie Moreno, Ashlyn Smith, Bianca Scotto, 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.

Reza Kazemi spoke of his meeting with the Miracle Mile District in Stockton.

3) City of Tracy Announcements – Karin Schnaider/Anna Cross

Jorge Barrera stated that he will be taking Karin Schnaider's Board position, and she will be an alternate. A formal letter was sent to TCCA regarding the switch. He gave an update on the Tourism grant and projects associated with it, the banner refresh, airport advertising, and hotel rack cards. Anna Cross gave a review of the upcoming events at the Grand Theater. Some of them include Opera Modesto, Jazz of Lincoln Center, and Encanto. She spoke of the ongoing facility repairs.

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

Lisa Aguilera said that Chamber Restaurant Week was successful and to keep supporting the restaurants. The Community Gala Awards is this week to recognize members of the community.

5) 2023 Year End Review/2024 Focus Items – Reza Kazemi - [2023-2024 Wrap Up Review](#)

Reza went over a list of accomplishments that TCCA has done over the last year. He highlighted what will be the focus for the next two quarters of the year.

6) TCCA Staff Update

a) Admin-Katie Moreno

i. Annualized contracts, ACH platform, ABC License, permitting

Katie went over the annualized contracts that are being negotiated. The new ACH platform and how we are collecting information for the vendors to get paid in a more efficient manner. She went over how extensive the permitting process is and how we work with the City of Tracy to coordinate the events together.

b) Marketing-Bianca Scotto - [Analytic Report](#)

i. Metrics/Analytics

Bianca gave a review of the monthly analytics of TCCA's social media accounts. She explained that some posts will be boosted on a regular basis to increase followers and reach different areas. Lisa Aguilera asked what type of other marketing was happening. Bianca went over the airport digital ads,

the physical print marketing, magazine ads, and the new banners that are getting updated. Hector Cardoza commented on doing more organic posting to increase exposure.

c) Events-Ashlyn Smith - [Merchant Survey](#)

- i. Merchant Mixer
- ii. Upcoming events

Ashlyn went over the details of the Merchant Mixer. She also went into details about the upcoming events and our new contact for Merchants to sign up and payment plans for the events. Chris Hewitt suggested the mixer be a way to collaborate with the feedback from the merchants. Ashlyn also went over how each staff member is meeting with a section of the district as outreach.

d) Sponsorship-Amber Decou - [Sponsorship Update](#)

- i. Sponsorship Packet

Amber Decou is the newest staff member. She explained how she only started a few days ago to start to reach out to potential sponsors. She shared where she is with each one and how many have committed. She asked for some collaboration with the board to help with connections they may have for potential sponsors.

e) Executive Director-Reza Kazem i- [Merchant Concerns](#)

- i. PSA – Concessions
- ii. Parades, Tree lighting, Santa Hut

Reza went into the negotiations he is having with the City of Tracy on the events that are heavy in community involvement but not generating income and the strain it has on TCCA. The City has many more resources to pull from.

- iii. New CPA

Action Item

Greg Cose motioned to approve TCCA to hire if a local, if possible. CPA to help with TCCA's financials. Lisa Aguilera seconded the motion. All were in favor, none were opposed.

- iv. New law firm retainer approval (Board Election Process) [Letter](#)

Action Item

Dan Schack motioned to retain a lawyer for TCCA's needs. Greg Cose seconded the motion. All were in favor, none were opposed.

7) **Monthly Financial Review - Update**

Reza Kazemi said he could provide interim statements until a CPA was hired and able to produce the needed financials.

8) **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 Minutes December 14th, 2023](#)

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

9) **District Renewal – Update – Karin Schnaider**

Reza Kazemi gave an update that one company has submitted a bid for the district renewal.

10) **Harassment Training (Must be completed by 12-31-23)**

- a) Board Members - [Sexual Harassment Training Link](#)
- b) Employees (Paychex HR Portal)

Most of the board and employees have completed the training. The rest will complete the training.

11) **Motion to Conduct Closed Session**

Action Item

- a) Interim Executive Director contract extension

Lisa Aguilera motioned to go into closed session. Dan Shack seconded the motion. All were in favor, none were opposed. Greg Cose motioned to go into open session. Don Cose seconded the motion. All were in favor, none were opposed. There was no summary from the closed session.

12) **Adjournment**

a) Motion to Adjourn

Lisa Aguilera motioned to adjourn. Frank Grande seconded the motion. All were in favor, none were opposed. Meeting was adjourned at 10:59am.

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