



Board of Directors – March 14th, 2024 – 3:00PM

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 - 15 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) Announcements

a) City of Tracy – Jorge Barrera/Anna Cross

b) Chamber of Commerce - Maria Valenzuela/Lisa Aguilera

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.

4) TCCA Staff Update

a) Admin

i) Parks and Rec meeting, trash

ii) CRM

b) Marketing

i) Metrics/Analytics - [February Analytics](#)

c) Events

i) Upcoming events

ii) Ad Hoc Event Committee- update

d) Sponsorship

i) Sponsorship Update

e) Executive Director

i) PSA – Concessions- update

ii) Parades, Tree lighting, Santa Hut - update

iii) CPA update

iv) Tourism Banners

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.

5) Financial activity review - Chris Hewitt

a) Statement of activity - [Statement of Activity](#)

b) TCCA Profit and Loss by tag (work in progress) - [TCCA P&L](#)

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) Election answers - [Kroloff Letter](#)

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.

7) **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 – [February 16th, 2024 Minutes](#)

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.*

8) **District Renewal – Update – Jorge Barrera/Reza Kazemi**

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) **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) **Motion to Conduct Closed Session**

Action Item

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

11) **Adjournment**

- a) Motion to adjourn

***Next Board Meeting: Thursday, April 11th, 2024**