



Board of Directors – November 9th, 2023 – 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, Chris Hewitt, Frank Grande, Greg Cose, Don Cose, Lisa Aguilera, Rosie Junquero, Anna Cross, Karin Schnaider

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

Guest: Marcus Medina, Greg Gordon, Johnny Machuca, Bob Tanner, Gabby Machuca, Alice English, Jenni Moore, Mike Trotter

1) **Call to Order and Introductions**

Dan Schack called the meeting to order at 9:02am.

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. The public may also express comments on agenda items at this time for Board consideration.

None

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

Karin Schnaider spoke of the request for proposal (RFP) for the renewal of the district. Draft is completed and will be available soon. Anna Cross gave an update on the events coming up at the Grand Theater. The Grand is also putting in an RFP for concession starting in February.

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

Lisa Aguilera mentioned that the Chamber is working on the community awards which will take place in January. The Chamber is also working on a meeting for the food truck ordinance and helping businesses with the new business tax.

5) **TCCA Staff Update**

- a) Admin – Reza Kazemi explained the banking process for paying vendors has moved to ACH platform. This helps us track invoicing.
- b) Marketing – Bianca Scotto gave an update on the marketing analytics of TCCA's social media platforms.
- c) Events – Ashlyn Smith gave an update on the upcoming events for the remainder of the year. She also went over the event template. Bob Tanner asked when the tree lighting was taking place and the cost.

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.

Karin Schnaider motioned to approve the minutes. Rosie Junquero seconded the motion. All were in favor and none were opposed.

Board Meeting Minutes – [Board Minutes Oct 12th 2023](#)

[Special Board Meeting Oct 26th 2023](#)

[Special Board Meeting Nov 2nd 2023](#)

7) **2024 Conceptual Marketing/Revenue Plan – Reza Kazemi**

Reza Kazemi explained how TCCA needs to generate income from sponsorships. The staff and himself have been working on a packet to give to corporate sponsorships. They have gone into detail about what each level of sponsorship will get and the exposure level. Lisa Aguilera praised the staff for the work that has been done on this project. Suggested a disclaimer of sometimes not reaching all the business in the district as their open hours change. Karin Schnaider wanted clarification on an annual partner not dependent on an event basis. Greg Cose mentioned the need for expansion of some of the events. Rosie Junqueiro and Chris Hewitt commented on the timing of presenting the packet to corporate sponsors in relation to their budget process. Chris Baker voiced her concern of having big sponsors such as Amazon being a conflict to the small businesses downtown. Marcus Medina explained that this now shows what you will get in return for your sponsorship which is an improvement from the past. Jenni Moore explained that she would like more communication between TCCA and the merchants.

8) **TCCA Financials – Chris Hewitt**

Chris Hewitt went over the latest financials. He explained that they are still waiting for the Wine Stroll income and renewal fees from the county. Reza Kazemi explained that the process for invoicing will lessen the timing in delay of payment. Greg Cose spoke of the cost of everything going up but how to keep costs minimal to the merchants and the community. Income could increase with the expansion of the district and Karin Schnaider explained that information on that will come with the RFP of the district renewal. Marcus Medina gave an example of a night market to bring in more revenue.

9) **Social Media Content Moderation Policy - Informational**

Reza Kazemi gave a few examples of policies that are available out there to be able to come up with one for TCCA.

10) **Board Election Process**

Reza Kazemi stated there needed to be a proper reading of the by-laws. They have reached out to an outside entity that can help with process.

11) **District Renewal – Informational**

Karin Schnaider gave a summary that the RFP draft will be ready and sent over for review by next week. The comment period will be open for 30 days.

12) **Executive Director Search**

Reza Kazemi mentioned that the Board will hold a special meeting to discuss a performance review. Karin Schnaider motioned to add the review of the job description to the special meeting agenda. Lisa Aguilera seconded the motion. All were in favor and none were opposed.

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

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Mike Trotter wanted clarification of why the Lions were not included in the Candy Crawl. Reza Kazemi explained that he did reach out to them a few times. Offered the TCCA booth to the Lions. There was no response. A policy will be drafted on outside vendors to TCCA sponsored events. Alice English commented on TCCA being more transparent in the election process. Bob Tanner asked about the district renewal and the money given by the county. Rosie Junqueiro mentioned Pink Friday and to support the downtown businesses Friday November 17th. Lisa Aguilera complimented the social media and all the improvements. Jenni Moore asked if there was a monthly fee to belong to TCCA. Reza Kazemi stated there is no monthly fee

to belong to TCCA. Gabby Machuca wants more collaboration between TCCA and the downtown merchants. Chris Hewitt suggested the chamber can also be a help to struggling businesses.

14) **Adjournment**

- a) Motion to Adjourn

Dan Schack motioned to adjourn. Greg Cose seconded the motion. The meeting was adjourned at 11:03am.

***Next Board Meeting: Thursday, December 14th, 2023**

