



DOWNTOWN TRACY

TRACY CITY CENTER
ASSOCIATION

Board of Directors – December 14th, 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, Frank Grande, Greg Cose, Don Cose, Lisa Aguilera, Rosie Junquero

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 9:03am.

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.

None

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

Jorge Barrera gave an update on the Tourism Grant and how it is benefiting TCCA, the Tracy Chamber, and the City of Tracy. He explained the banner program and how the banners will be replaced in the downtown areas. Jorge spoke of the Ten Year Economic Strategic Plan and that is being worked on.

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

Lisa Aguilera gave an update of the events coming up. The year end mixer is tonight December 14th at the Mall and there are trees to bid on. Restaurant week is in January the week of the 15th-21st. The Gala is on January 26th and tickets are for sale.

5) TCCA Staff Update

a) Admin – New Staff (Reza)

i. 2024 Focus Topics

Reza Kazemi went over updates with the staff. TCCA is now fully staffed. The sponsorship packet is completed. He explained the merchant campaign and how to increase communication with TCCA and the downtown merchants. Reza showed an overall map of the district and where garbage cans, light poles, and electrical outlets are.

b) Marketing

i. TCCA Branding Campaign

Bianca Scotto went over the analytics for November on TCCA's social media handles. She also spoke of the new branding campaign TCCA staff will be working on. Greg Cose recommended the City of Tracy have more funding besides the tax base. Reza will be meeting with the City of Tracy to negotiate these concerns.

c) Events

Ashlyn Smith gave a recap of the parade and the tree lighting. She also gave an update on the Santa Hut. Lisa Aguilera suggested in the future we have a way to answer the Santa letters that are collected by the children visiting the Santa Hut. Ashlyn went over the next steps she is working on booking and scheduling the next events coming up in the new year. Jorge Barrera asked about the

status of TCCA having a certified Main Street USA designation. He explained that there are possible grants available with that designation.

d) Sponsorship

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.

Lisa Aguilera motioned to approve the three designated minutes below. Frank Grande seconded the motion. All were in favor, none were opposed.

Board Meeting Minutes – [Board Minutes November 9th 2023](#)
[Special Meeting Board Minutes Nov 14th 2023](#)
[Special Meeting Board Minutes Dec 4th 2023](#)

7) **Merchant Engagement Plan – Informational**

Reza Kazemi covered the merchant campaign in the TCCA staff update item #5

8) **Board Election Process - Update**

Reza Kazemi explained that he has found the appropriate third party legal assistance in clarifying the bylaws to be able to move forward with the election process.

9) **District Renewal – Update**

No update

10) **Executive Director Job Description (update) - [Job Description](#)**

Action Item

Reza Kazemi went over the edits that were suggested by the last meeting. Frank Grande motioned to approve the Executive Director job description. Don Cose seconded the motion. All were in favor, none were opposed.

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

Reza Kazemi explained that the staff and board members need to complete the training by the end of the year.

a) Board Members - [Sexual Harassment Training Link](#)

b) Employees (Paychex HR Portal)

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

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Chris Baker explained that this is the slowest time of year for most merchants. She asked that everyone work together to facilitate smaller events put on by the merchants. Lisa Aguilera suggested coming up with a policy on how TCCA can help support the merchant events. Bianca Scotto reiterated to tag downtown in social media posts in a way we can help promote businesses. Morgan (last name not given) a community member, questioned what things are a conflict and to solve those problems. Rosie Junqueiro stated that fake money is being circulated local and for merchants to beware.

13) **Adjournment**

Lisa Aguilera motioned to adjourn. Rosie Junqueiro seconded the motion. The meeting was adjourned at 10:03am.

a) Motion to Adjourn

***Next Board Meeting: Thursday, January 11th, 2023**