



Board of Directors – August 8th, 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 - 15 mins. (divided among all speakers), Regular Agenda Items – 5 mins. per speaker)

Present: Frank Grande, Chris Hewitt, Dan Schack, Greg Cose

Staff: Katie Moreno, Bianca Scotto, Amber Decou

1) Call to Order and Introductions

Chris Hewitt called the meeting to order at 9:02am

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

- a) *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) Announcements

- a) Chamber of Commerce - Maria Valenzuela/Lisa Aguilera
- b) 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 - Katie
 - i) Board email, banking logistics completed, taxes done, Farmer's Market

Katie Moreno gave the new email for the Board of Directors, board@tracycitycenter.org. The banking logistics have been completed. The Farmer's Market will be extending down from 9th St to Gillett Alley when needed to comply with the Fire Code spacing.

- b) Marketing - Bianca
 - i) Metrics/Analytics- [Analytics](#)
- c) Events - Ashlyn
 - i) Upcoming events

Katie Moreno gave a brief update on the upcoming events. Greg Cose suggested 4ftx8ft signs to be distributed throughout town for marketing. Chris Hewitt suggested reaching out to cumulous radio. Bianca Scotto mentioned that merchants have had physical tickets in store to sell in the past.

- d) Sponsorship - Amber
 - i) Sponsorship Update

Amber Decou went over pending sponsorships and upcoming events that have sponsorship openings.

- e) Executive Director
 - i) 2022 taxes, BPM audit

From prior meeting and will be removed

- f) 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.*

None

5) Staff Responsibility Changes

- a) 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.*

Katie Moreno spoke of not being present on the day of events going forward. TCCA will move forward with finding a support person for the day of events.

6) Annual Budget - Chris Hewitt

Action Item

- a) Budget-[Proposed Budget](#)

Chris Hewitt went over the proposed budget. Bob Tanner asked about the responsibility of the maintenance of the parking lots. Greg Cose motioned to approve the budget. Frank Grande seconded the motion. All were in favor, none opposed.

7) Financial activity review - Chris

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

Chris Hewitt went over the monthly financial statements. He spoke of adding a few more reports in the future for more transparency.

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.

- a) Board Meeting Minutes –[Special Board Minutes July 25th, 2024](#)

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

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

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Chris Hewitt wanted to extend an official invite to Chris Baker at Caspian Books to come speak about the Merchant Association. Jenni Moore spoke of speaking to the Tracy PD about more surveillance in the downtown area to protect merchants and children in the area.

10) Adjournment

- a) Motion to adjourn.

The meeting adjourned at 10:19am

***Next Board Meeting: Thursday, September 12th, 2024**