



DOWNTOWN
TRACY
TRACY CITY CENTER
ASSOCIATION

Board of Directors – December 12th, 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: Dan Schack, Frank Grande, Lisa Aguilera, Greg Cose, Chris Hewitt

Staff: Bianca Scotto, Ashlyn Smith, Amber Decou, Katie Moreno

1) Call to Order and Introductions

Meeting was called to order at 9:04am

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.*

Katie Moreno mentioned the Rotary Crab Feed taking place in January.

3) Motion to Conduct Closed Session

Action Item

- a) Staffing

The Board discussed the following item in open session. Frank Grande motioned to approve a subcommittee to do the hiring process. Greg Cose seconded the motion. Lisa Aguilera and Chris Hewitt will be the subcommittee.

4) 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 – [Board Minutes Oct 12th, 2024](#)

Frank Grande motioned to approve the minutes. Chris Hewitt seconded the motion. All were in favor, none were opposed.

5) Announcements

- a) Chamber of Commerce - 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.*

Lisa Aguilera gave an update on the Chamber events. The Community Awards is January 31st. There will be a tribute to Sam Matthews. Restaurant week is Jan 27th-Feb2nd.

6) TCCA Staff Update

- a) Admin - Katie
i) Insurances, Taxes, Audit

Katie Moreno gave an update that the insurance was renewed or in progress. The 2023 Taxes are done and the 2023 audit is in process. Greg Cose mentioned the lease for the TCCA office space

has come up for renewal. He mentioned at sometime next year the lease will be renewed with adjusted cost.

- b) Events - Ashlyn
 - i) Upcoming events

Ashlyn Smith went over the parade. Most visited parade to date. Lots of entries with a waiting list. Trash and security need to be improved. Santa Hut schedule is in progress. The Santa Hut needs a new place to be stored as the old location is no longer available.

- c) Marketing - Bianca
 - i) Metrics/Analytics - [Analytic Report Nov 24](#)

Bianca went over the current analytics. There was a discussion about including more service based merchants in the events.

- d) Sponsorship - Amber
 - i) Sponsorship Update

Amber Decou went over the updated sponsorships. She mentioned that the end of the year is more difficult since most companies have expended all their budgets for the community. Greg Cose mentioned larger signage for sponsorships and discussed possible ways to execute it in the plaza location. Chris Hewitt commented to have merchant testimonials in the sponsorship packet as an added feature.

- e) 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.*

The entire board thanked staff and Ashlyn for her efforts on the events and that they had been enhanced and were better this year.

7) Financial activity review - Chris Hewitt

- a) Statement of activity - [Statement for November 2024](#)

Chris Hewitt went over the monthly financial statement.

8) Insurance - Chris Hewitt

Action Item

- a) Directors & Officers Insurance - [Insurance Quote](#)

Chris Hewitt went over the quote for the insurance. Lisa Aguilera motioned to approve option 1 for the insurance. Frank Grande seconded the motion. All were in favor, none were opposed.

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

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None

10) Adjournment

- a) Motion to adjourn.

***Next Board Meeting: Thursday, January 9th, 2024**