



DOWNTOWN
TRACY
TRACY CITY CENTER
ASSOCIATION

Board of Directors – March 13th, 2024 – 2:00PM

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)

Present: Frank Grande, Greg Cose, Lisa Aguilera, Dan Schack

Staff: Katie Moreno, Bianca Scotto, Mark Garza, Judy Rangel

1) Call to Order and Introductions

Greg Cose called the meeting to order at 2:14pm

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) 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 February 13th, 2025](#)

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

4) 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.*

This item will be removed as Lisa Aguilera is no longer a representative of the Chamber.

5) Hiring Ad-Hoc Committee Update - Lisa Aguilera

- 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*

Lisa Aguilera gave an update stating that Mark Garza and Judy Rangel were hired. A third party was interviewed and asked if she would be willing to help contact volunteers. She was very open to assisting.

6) TCCA Staff Update

- a) Admin - Katie
i) Permits, audit

Katie Moreno went over the permits in progress. She commented that the audit should be wrapping up as they have not requested any further documentation. She briefly went over

that the 4th of July planning had started with a joint meeting with the Chamber. It was suggested that the political entries be grouped into one group instead of individual entries to allow for more groups into the parade.

b) Marketing - Bianca

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

Bianca Scotto went over the monthly social media analytics and the projects she is working on.

c) Events - Mark

i) Event updates

Mark Garza gave an update on Taps on Tenth and Hop & Shop.

d) Sponsorships - Judy

i) Introduction

Judy Rangel introduced herself and a little bit of her background.

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.*

Gabby Machuca wants to give an in-kind donation of slushies for the Hop&Shop event.

7) Financial activity review - Chris Hewitt

a) Statement of activity - [Statement of Activity February 2025](#)

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*

The financials were not reviewed as Chris Hewitt was not in attendance.

8) Ornaments

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*

It was discussed how to proceed with the ornament stroll in regards to the budget of the ornaments. It was discussed to change the event and have a holiday alternatives to the ornaments. An email was suggested to go out to the merchants to see the input they have.

9) Farmer's Market Contract - Lisa Aguilera

a) Public 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 expressed her concern over the amount of trash cans available. A meeting will be set up with the market manager and board members to go over the contract.

10) 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.*

Gabby Machuca asked about the district renewal and any update that was available. She expressed that merchants are struggling and best intentions are always there.

11) Adjournment

a) Motion to adjourn.

Meeting was adjourned at 3:42pm

***Next Board Meeting: Thursday, April 10th, 2025**