



# DOWNTOWN TRACY

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TRACY CITY CENTER  
ASSOCIATION

## Tracy City Center Association CenTen Committee Meeting December 13, 2012 – 8:30 a.m. Tracy Transit Station – 50 East 6<sup>th</sup> Street

1. What “CenTen” means – building on town center and key assets, attracting best minds to this effort
2. What are city assets?
  - a. Business mix
  - b. Historic structures
  - c. Foundation in arts
  - d. Available buildings
  - e. Transit Center
  - f. New public spaces
  - g. Completed public improvements
  - h. Supportive city staff
3. How to tell the City Center Story
  - a. Through brochure (photos, available spaces, special events, quotes,
  - b. Shorts
  - c. Facebook
4. Hire business attraction person or company- Business Attraction RFP Action Item
5. Prepare for business attraction fair in February – March, find underwriter to cover costs
6. Targets: businesses seeking better opportunities or second or third locations
  - a. Stockton
  - b. Livermore
  - c. Pleasanton
  - d. Lodi
  - e. Manteca
7. Questions and Answers

**Next CenTen Committee Meeting:** \_\_\_\_\_

**BROWN ACT:** *Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts TCCA Board Agendas at [www.TracyCityCenter.com](http://www.TracyCityCenter.com). Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, please notify Jordan Turner at 209-597-0073 or email [jturner@tracycitycenter.com](mailto:jturner@tracycitycenter.com) at least 48 hours prior to the meeting.*