



CenTen Committee Meeting

July 24th, 2019 – 8:10am

Tracy Transit Station – 50 East 6th Street Room #103

1. Call to Order & Introductions

2. Public Comments and Announcements

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. The public may also express comments on agenda items at this time for Board consideration. (2 minutes maximum comment per individual, 16 minutes total comments)

3. Approval of [Minutes from the June 26th, 2019 CenTen Meeting*](#)

Action Item

4. City of Tracy Homeless Taskforce - Update by Rhodesia Ransom

5. [Downtown Event Newsletter for August 2019*](#)

6. State of the District Presentation - August 14th, 2019 ([Postcard Front*](#), [Postcard Back*](#))

7. Downtown Parking In-Lieu Fee, City Council Parking Presentation Recap

8. New City America (Marco Li Mandri) Presentation - Recap, Action Plan, Timeline

- Branding, Marketing, Signage, Outreach
- Expanding District Boundaries and/or Increase Assessments
- Pursuing Grants for Amenities
- District Maintenance
- Transit Oriented Development/Update Downtown Specific Plan
- Opportunities for Dealing with the Homeless
- Emphasis on Downtown Residential Development
- Process vs. Result Oriented Metrics
- City of Tracy Downtown Lead (Development Services/Economic Development)
- Public Outreach to Inform the Public and Receive Input
- Importance of a College or University to Downtown

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10. Meeting Adjourned

Next Meeting: Wednesday, August 28th, 2019 @ 8:10am – Tracy Transit Station

***Downloadable Attachments**

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. 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 staff at 209-597-0073 or email: tcca@tracycitycenter.com at least 48 hours prior to the meeting.