



Board of Directors – June 13th, 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: Chris Hewitt, Frank Grande, Don Cose, Greg Cose, Dan Schack, Lisa Aguilera

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

1) Call to Order and Introductions

Chris Hewitt called the meeting 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.

None

3) Announcements

a) Chamber of Commerce - Maria Valenzuela/Lisa Aguilera

Lisa Aguilera gave information regarding the 4th of July. The fireworks will be at Legacy Fields. Tickets need to be purchased in advance. Lisa commented on the marketing and that all organizations need to work together to discuss sponsorship expectations.

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

i) Reviewing emails and phone messages

Katie Moreno explained that she will be the main point of contact for TCCA from outside sources and she will be redistributing the information to the correct person for response.

b) Marketing

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

Bianca Scotto went over the last two months of analytics for the social media accounts. She also went over the projects she is working on.

c) Events

i) Upcoming events

ii) Ad Hoc Event Committee- update

Ashlyn Smith gave a review of the events coming up. The 4th of July parade is now at capacity. The wine stroll is working on logistics with the wine stroll ad hoc committee. The car show is accepting applications and Ashlyn is visiting other car shows to spread the word and get participants.

- d) Sponsorship
 - i) Sponsorship Update

Amber Decou went over her updated numbers for sponsorships. She is almost at 100K in sponsorships. She is working on the upcoming events and getting those sponsorships confirmed.

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

Reza Kazemi explained how the taxes have been initiated with the CPA firm.

- 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.*

Jenni Moore asked if there is cross reference with staff receipts and the sponsorships. She also mentioned to include all the merchants in the welcome packet even if they are not new.

5) TCCA Social Media policies

- 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.*

Reza Kazemi went over talking points for a social media policy. Chris Hewitt commented on having clear definitions of platforms, terms, and procedure. He suggested looking at what the City of Tracy does for their social media in regards to policy engagement. There was discussion on a kiosk going on the southwest corner of the building on 10th St and Central Ave. Alice English suggested promoting the downtown on 11th St, near Ellis, and Tracy Hills. She commented that this helps bring commuters downtown.

6) Financial activity review - Chris Hewitt

- a) Statement of activity - [Statement of Activity](#)
- b) TCCA Profit and Loss by tag - [Golf Tournament](#)
- c) 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 financial statement of activity. He reviewed the questions that were asked from Gaby Machuca. [Email](#)

7) District Renewal Approval of Contract for New City America Inc - [Contract](#) **Action Item**

- 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.*

Chris Hewitt reviewed that TCCA has been meeting with the City of Tracy to get clarification of the Memorandum of Understanding (MOU) and agreements going forward. The City of Tracy agreed that the current longstanding events will continue forward with TCCA but the concession and 4th of July parade could go out for public bid. Any new events that TCCA creates will not be included in the MOU. There was appreciation shared to Dan Schack for securing the additional funds for the renewal with the County Board of Supervisors. Reza Kazemi stated that there could be additional legal costs. Greg Cose noted that the staff from the City of Tracy did help promote TCCA. Greg Cose motioned to approve the contract with New City America. Dan Schack seconded the motion. All were in favor, none were opposed.

- 8) Form a district renewal committee** **Action Item**
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.*
Chris Hewitt explained that forming an ad hoc renewal committee will help with the process. Greg Cose motioned to form an ad hoc district renewal committee. Lisa Aguilera seconded the motion. All were in favor, none were opposed.
- 9) Form a hiring committee to replace Executive Director** **Action Item**
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.*
Greg Cose motioned to approve the forming of an ad hoc hiring committee for the replacement Executive Director. Don Cose seconded the motion. All were in favor, none were opposed.
- 10) Add Chris Hewitt as an employee to run payroll only** **Action Item**
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.*
Chris Hewitt explained that he needed to become an employee to process payroll. The law firm did confirm that a board member can become an employee. Items #10 and #11 are being set aside for a special board meeting.
- 11) Authorize Chris Hewitt as a non-signer user on the bank account** **Action Item**
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.*
- 12) Authorize the bank to issue debit card under TCCA only** **Action Item**
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.*
Chris Hewitt explained that TCCA needed a new bank card that did not have Reza's name on it. Chris motioned to direct staff to coordinate with Oak Valley Community Bank to get a new card. Lisa Aguilera seconded the motion. All were in favor, none were opposed.
- 13) Farmer's Market City of Tracy new requirements review** **Action Item**
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.*
Reza Kazemi stated how the Farmer's Market is laid out now and logistics of the vendors. The inspections will need to take place every week if the spacing requirements are not satisfied by the Fire Department. Lisa Aguilera expressed some alternative solutions to going down other side streets. Tim Spears from the South County Fire Department explained the regulations that are required to be compliant. Jenni Moore suggested raising the price of the booths to cover the additional cost of the inspections. Lisa Aguilera motioned to authorize Reza to negotiate a current contract of the Farmer's Market with no additional cost. Chris Hewitt seconded the motion. All were in favor, none were opposed.
- 14) 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 May 23rd, 2024](#)
[Special Board Meeting Minutes May 9th, 2024](#)

Special Board Minutes May 30th, 2024

Chris Hewitt motioned to approve all the minutes. Lisa Aguilera seconded the motion. All were in favor, none were opposed.

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

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Chris Hewitt announced Valley First Freedom Fest on the 4th of July uses Cumulus radio for their marketing and could be something TCCA could use in future large events.

16) Adjournment

- a) Motion to adjourn

Meeting was adjourned at 11:48 am.

***Next Board Meeting: Thursday, July 11th, 2024**