



DOWNTOWN
TRACY

TRACY CITY CENTER
ASSOCIATION

TRACY CITY CENTER ASSOCIATION, DISI - COMMITTEE MEETING

November 30, 2011 – 8:00 A.M. TRACY TRANSIT STATION

AGENDA ITEMS:

1. Open –
2. Communication
 - a. Website –
 - b. TCCA Branding
 - c. Marketing
 - i. General Marketing Campaign
 1. Brochure
 - d. Communication
 - i. Newsletter
 - ii. Workshops
 - e. Streetscape
 - i. Tidy Town
 - ii. Street-side landscape plots
 - iii.
3. Events
 - a. Review City Events Calendar
 - b. Prepare TCCA Events for January – June 2012
 - c. Replace Wine Stroll Coordinator
 - d. Halloween Parade –
 - i. Review
 - e. Christmas Events -
 - i. Holiday Decorations – Jan Couturier
 - ii. Holiday Parade & Civic Plaza – Jack Elliott
4. Other:
 - a. Public Comments
5. Next Meeting: November 2, 2011 8:00 a.m. Tracy Transit Station

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 DISI Committee 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 Janis Couturier at 209-597-0073 or by email at jcouturier@tracycitycenter.com at least 48 hours prior to the meeting.

c/o Community Banks of Northern CA ▪ 1003 Central Avenue ▪ Tracy, CA 95376 ▪

▪phone: 209.597.0073 ▪ fax: 209.832.5166

email: jcouturier@tracycitycenter.com ▪ www.TracyCityCenter.com

Item	Goal	Key Focus Area for FY 11/12	Objective	Action Steps	Lead	Due Date
1	TCCA BRANDING ----- TCCA - DOWNTOWN TRACY HAS A DEFINED AND DEVELOPED CHARACTER	1.1. MARKETING	1.1.A. EXPAND BRANDING OPPORTUNITIES	1.1.A.1. Develop and install 10th Street Banners	Erica Dement	16-Sep
				1.1.A.3. TCCA Decals to be prominently displayed in all TCCA businesses	Jan Couturier	reprint due by 10/15
				1.1.A.2. Develop Marketing Brochure for print and website use	Jan Couturier	on hold
		1.2. COMMUNICATION	1.2.A. DEVELOP PLAN TO USE EXISTING MARKETING VEHICLES	1.2.A.1. Review and enhance TCCA website to include further marketing		Sourcing New Webmaster
				1.2.A.2. Develop Newsletter	Jan Couturier	1st letter sent
				1.2.A.3. Determine best use of Marketing piece		on hold
				1.1.A.4. Coordinate efforts with City Staff and Chamber to assure widest possible audience		Wine Stroll cross promotion
		1.3 STREETScape	1.3.A. DEFINE AND DEVELOP CHARACTER OF DOWNTOWN	1.3.A.1. Renovate existing street side landscape plots	Jan Couturier	on hold due to city issues
				1.3.B.2. Workshops with Business & Property Owners		
				1.3.C.3. Develop Plans based on input from above workshops		
2	COMMUNITY INVOLVEMENT ----- DEVELOP ONGOING EVENTS TO ENHANCE BUSINESS ATTRACTION AND COMMUNITY INVOLVEMENT	2.1. COORDINATE EFFORTS BETWEEN TCCA, CITY STAFF, BUSINESS OWNERS AND CHAMBER TO ASSURE ACTIVITIES FOR COMMUNITY WITHIN DOWNTOWN	2.1.A. Identify enhancements for existing TCCA events	2.1.A.1. Fall Wine Stroll	Dave Warta	8-Oct
				2.1.A.2. Halloween Parade	Skinner/Haskett	29-Oct
				2.1.A.3. Holiday Events - Decorations, Parade, enhanced shopping events	Jack Elliott	3-Dec
			2.1.B. Encourage Business Owner Participation	2.1.B.1. Develop Business Owner Survey	Jan Couturier	-
				2.1.B.2. Ongoing individual meetings with Business Owners for input	Jan Couturier	
				2.1.B.3. Invite Merchant participation with DISI committee	Jan Couturier	ongoing