



# DOWNTOWN TRACY

TRACY CITY CENTER  
ASSOCIATION

## Tracy City Center Association – Executive Committee Meeting

February 6, 2012 – 9:00 – 10:30 a.m.

### Community Banks of Northern CA – Downstairs Conference Room

1. Call To Order – Dino Margaros
2. Website Marketing – Steve Napolitan
  - a. Goals
  - b. Marketing/Sales Funnel
  - c. Social Media
  - d. Budget
3. Executive Committee Goals and Objectives
  - a. Board Development **Action Item**
    - i. Add additional non-officer member to Exec committee
    - ii. Board Retreat
    - iii. Board Assessment
    - iv. Attendance
  - b. Staff Development
    - i. District Manager Appraisal (attached) **Action item**
  - c. Annual Board Elections **Action Item**
    - i. See attached Timeline
    - ii. Officer Terms
    - iii. Board Terms
  - d. Budget **Action Item**
    - i. IRS Extension
    - ii. Zero Based Committee Budgets
  - e. Accruals for D&O and SOBO
4. DISI **Action Item**
  - a. Farmer's Contract
  - b. Calendar of Events
5. Other
  - a. Property Updates

#### **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 Executive Committee Agendas on line 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 Janis Couturier at 209-597-0073 or [jcouturier@tracycitycenter.com](mailto:jcouturier@tracycitycenter.com) at least 48 hours prior to the meeting.