



DOWNTOWN
TRACY

TRACY CITY CENTER
ASSOCIATION

**Tracy City Center Association – Executive Committee Meeting
January 23, 2012 – 9:00 – 10:30 a.m.
Community Banks of Northern CA – Downstairs Conference Room**

1. Call To Order – Dino Margaros
2. Executive Committee Goals and Objectives
 - a. Board Development
 - i. TCCA overall Goals & Objectives
 1. District Manager – oversight
 2. Committee – oversight
 3. Board Development & Assessment
 4. Board Retreat
 - ii. Fiduciary Responsibilities
 1. Develop 2012 – 2012 TCCA Budget
 2. Develop Accrual for SOBO Capital Improvement
 3. Develop Accrual for D&O Insurance
 - b. Staff Development
 - i. District Manager Appraisal Process
 - c. Branding & Beautification
 - i. TCCA role in 6th Street Plaza Maintenance
 - ii. TCCA role in Downtown Entry Way Finding Signage/Banners
3. Annual Board Elections
 - i. See attached District Manager Goal Review
4. Other

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. 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 at least 48 hours prior to the meeting.

EXECUTIVE COMMITTEE

Team	Goal	Tasks	Lead	Due Date	Status Notes
<p style="text-align: center;">BOARD DEVELOPMENT</p>	<p style="text-align: center;">Develop Goals and Objectives for Board</p>	<p>a. Oversight of DM & Committee goals</p>			
		<p>b. Oversight of Election Process</p>			
		<p>c. Board Development and Assessment</p>			
		<p>d. Consideration of Board Retreat</p>			
<p style="text-align: center;">FIDUCIARY RESPONSIBILITIES</p>	<p style="text-align: center;">Develop Budget Policies and Procedures</p>	<p>a. Begin process of developing 2012-2013 budget</p>			
		<p>b. Develop methodology to accrue monies for continuation of Director's and Officer's Liability subsequent to disbanding TCCA</p>			
		<p>c. Develop methodology to accrue monies for capital improvement for SOBO</p>		Ongoing	
<p style="text-align: center;">STAFF DEVELOPMENT</p>		<p>a. Oversight of DM goals</p>			
	<p>b. Semi-Annual DM Review policy and procedure</p>				
<p style="text-align: center;">BEAUTIFICATION AND BRANDING</p>		<p>a. Role of TCCA in maintenance of 6th Street Plaza</p>			
	<p>b. Earmark funds for entry banners in coordination with DES of City</p>				

District Manager

Performance Area	Goal	Tasks	Due Date	Status Notes	
MANAGING / LEADERSHIP	Committee Oversight	a.	Assure Updated Objectives for all committees	1/31/12	DISI, Land Use and SOBO complete; consideration for Exec goals, draft provided 1/17/12
		b.	Assist in the prioritizing of activities the assignment of duties to committee/task force members	ongoing	Regular updates with Ray & Kim are ongoing, Exec meeting schedule established
		c.	Ongoing review of each committees and staff goals in conjunction with Exec committee to assure completion and overall compliance with the TCCA mission		
		d.	Review YTD expenditures to begin development of 2012-2013 budget	3/12/12	Work with Treasurer & Exec to create workable budget based on actual expenditures
	Market TCCA and Downtown	a.	Work with Land Use Chair to assure updated information on vacancies, Property Owner contacts	ongoing	Vacancy list is updated on a weekly basis and reviewed at Land Use monthly meetings
		b.	Coordinate with DIS, city staff and chamber for event planning	3/7/12	Meeting held on 1-13 with city; additional meetings planned to include chamber
	Board Development	a.	Work with Board President and Exec Committee to develop strategy for recruitment and assessment of board members	3/8/12	Draft of board self-assessment complete; ongoing consideration of new board members
		b.	Coordinate Board Elections with Executive committee	5/10/12	Tasks listed below
		c.	Establish regular board review session/retreat	2/27/12	Exec meetings to discuss
	Coordinate Board Elections with Executive Committee	a.	Assuming we are to keep the 1 vs. 2 year terms as indicated in the 5-12-11 minutes, exec should determine methodology for assignments of terms for review with each board member - Exec	2/9/12	Exec meetings to review present board list and determine the efficacy of the divided 1 vs. 2 years terms

District Manager

Performance Area	Goal	Tasks	Due Date	Status Notes	
MANAGING / LEADERSHIP	Coordinate Board Elections with Executive Committee	b.	Develop a basic self-assessment for board members to complete prior to a designated board meeting	2/6/12	Draft proposal created 1/20 - Exec to determine use
		c.	Exec committee to do a similar independent review of each board member	2/27/12	Draft of exec format created 1/20 - Exec to review to determine use
		d.	Prepare targeted individual meetings with board members with district manager or a board officer	2/27/12	Dino & DM
		e.	Prepare the mailing to property owners for nominations due to mail in mid-March	3/12/12	
		f.	Exec to review nominations for follow up letter to go out to property owners mid-April	4/13/12	
		g.	Prepare final list of nominations for 1 year term members	5/10/12	
		COMMUNICATION/ LEADERSHIP	Community Outreach	a.	Develop contacts with various service groups to communicate TCCA Goals and recruit volunteers
b.	Assure regular updates in the newspaper and newsletters			ongoing	
Property Owner Communication	a.		Recruit property owners for focus group	1/31/12	Meeting date established for 2/8 - Members contacted for participation. Email to go out 1/23 confirming
CUSTOMER SERVICE	Maintain TCCA Visibility/ Branding	a.	Ongoing meetings with business owners	ongoing	Plan 1 visit per quarter per business owner
		b.	Develop issues lists from visits to determine future plans for TCCA		
		c.	Coordinate action plans for b. above with various committees		

District Manager

Performance Area	Goal	Tasks	Due Date	Status Notes	
TECHNICAL	Maintain TCCA records for public viewing or reference at meetings	a.	Regular updates to binder	ongoing	Binder has been created and is being updated, back up to computer done each Monday
		b.	Create fact sheet for local business owners, chamber and city staff		
		c.	Work with city staff, land use committee to develop a "How To" guide for new businesses		
	Coordinate Accounts Payable procedure for Audit purposes	a.	Maintain back up files for accounts payable	ongoing	File created 1-17, copies kept for reference.
		b.	Semi annual review of Accounts payable with Treasurer to assure proper payments		Coordinate process for line item review with treasurer and exec
	Website Development	a.	Obtain new webmaster	1/1/12	Kevin Harb has agreed to work with TCCA & DISI
		b.	Develop strategies to update website with DISI committee		Meeting with Kim Scarlata & Steve Napolitan for 1/24/12
		c.	Develop marketing strategies for website with DISI committee		