



Tracy City Center Association Executive Committee Meeting Monday, November 5th, 2018 – 8:00am, 20 W. 11th Street

Present: Dino Margaros, Dan Schack, Lisa Aguilera, Dennis Barta

Staff: Kristin Barrios, Lora Hatch

1) Call to Order

Dino Margaros called the meeting to order at 8:06am.

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 minute comment per individual, 16 minutes total comments)

None.

3) [Approval of Minutes – October 1st, 2018 Executive Committee Meeting*](#)

Lisa Aguilera moved to approve minutes, Dan Schack seconded the motion. All in favor, none opposed.

4) Committee Reports:

Executive Committee

a) Assessment Correction/Payment

Dino Margaros sent an email to property owner, Byron Alvarez, regarding the parcels of the former Tracy Press building. The county and City of Tracy completed the property assessment; however, the assessment was returned with an error as the parcel numbers changed in 2017-2018. One parcel in the property has been removed, and split into two new parcels. The City of Tracy needs to collect the difference from the property owners for the assessment. TCCA has contacted the property owners but has yet to receive a response. The topic has been added to the next Board of Directors agenda to discuss further action. Lisa Aguilera suggested contacting all property owners for that building immediately to have it taken care of.

b) Croce & Company Review/Compilation Report Update

The Croce & Company Review and Compilation Report has been sent to Executive Committee members for review. Dino Margaros thanked Dennis Barta for completing the review and answering any questions from Croce & Company.

c) General Liability Insurance

The General Liability Insurance was renewed on October 15th and has been paid. The Winter Farmers' Market has been added to our policy, as well as the parking lot owned by Grande Properties, Inc.

d) Removal of Kiosk (6th Street & Central Avenue)

The kiosk located on 6th St. and Central Ave. has yet to be removed, but City of Tracy has been given approval from TCCA to have it removed at their convenience.

e) IDA Conference Recap

Lora Hatch and Kristin Barrios gave a quick recap from their trip to the IDA Conference in San Antonio, Texas at the prior DISI Meeting, and will be given again at the Board of Directors Meeting. Lisa Aguilera suggested choosing 3 items to discuss, and action plans to follow.

DISI Committee

a) Holiday Open House Recap

Dan Schack shared that the Holiday Open House was well attended. He added that for future evening events, TCCA should make sure the market lights are on in downtown. Intermission Productions, Inc. came with 6 sleigh-girls available for a photo opportunity and to hand out candy canes to shoppers. There were also 2 DJs that added to the ambiance of the holiday feel. Hector John Cardoza also did a raffle, and 20 names were drawn and contacted to pick up their prizes.

b) Corn Husk/Holiday Decorations

The holiday decorations are expected to be installed in the next few weeks. Kim Cose will have the cornstalks removed from the light poles just in time for the holiday decorations. TCCA will not be wrapping the trees with lights, as most of the GFIs in downtown are needed to be fixed or replaced.

c) Winter Farmers' Market Update

Action Item

City of Tracy has gone through several permit revisions with TCCA before approving the Winter Farmers' Market application and maps. One challenge TCCA has faced, is the market will be held on both private and city properties. TCCA obtained a Temporary Use Permit, which will be processed through the Planning Department. Additionally, there are a few concerns with ADA/handicap parking, which TCCA is working with the market managers to include in the layout. Lastly, TCCA nor SJC Farmers' Market will be providing portables, the public will be advised to use the restrooms located inside the Transit Station.

d) Santa Hut Update

Lora Hatch explained that Jeremy and Dallin Silcox are almost finished with the construction of the new Santa Hut. They have completed the installation of the sheetrock and electrical. Dallin will attend the Board of Directors meeting to present an update. Lora added it will be decorative for Santa's arrival. Dan Schack inquired about how the hut will be moved and placed from its current location. Lora informed everyone that a tow-truck company out of Sacramento has agreed to move it. Dan is hopeful the framework will support the hut once it is moved and placed.

e) Holiday Parade/Santa Hut Times/Reindeer

The Holiday Parade begins at 6pm, and the staging for the parade begins at 3:30pm. Volunteers have been secured to help during staging, and to ensure the parade entries aren't too close to those around them. Kristin Barrios shared the judges have also been secured, as well as coffee and pastries during the parade. Lora Hatch has coordinated with Christine Mabry to secure reindeer in the plaza on the last Saturday before Christmas. Lora added the company providing the reindeer will lay turf down and the reindeer will be enclosed in a fenced-area.

f) Ornament Stroll

Lisa Aguilera has agreed to help sort the ornaments for the Holiday Ornament Stroll. An assortment of 30 ornaments has been ordered and delivered, thanks to The Owl Box. TCCA also extended their 'thanks' to Dennis Barta and Valley First Credit Union for sponsoring the holiday bags and check-in. Lastly, TCCA thanked Monica Ochoa at Aspire Hometown Realty for creating the Ornament Stroll marketing piece.

CenTen Committee

a) Parking Ad Hoc Subcommittee (Next Meeting: November 14th, 2018)

The heat map is in the process of being completed and will be made available to the Board once it has been finished. Reza Kazemi is waiting for final numbers from the last study taken.

b) [Downtown Façade Improvement Program](#) Application Deadline Extended

The Downtown Façade Improvement Program deadline has been extended until all funds are depleted. Dino Margaros encouraged those interested to reach out to Barbara Harb for more information.

5) **Adjournment – Next Executive Committee Meeting: December 3rd, 2018.**

Meeting was adjourned at 9:05am.

*** 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.

