



Special Board of Directors – December 4th, 2023 – 8:30AM

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 - 16 mins. (divided among all speakers), Regular Agenda Items – 5 mins. per speaker

Present: Dan Schack, Greg Cose, Frank Grande, Don Cose, Rosie Junqueiro, Lisa Aguilera, Karin Schnaider

Absent: Chris Hewitt, Anna Cross

Staff: Reza Kazemi, Katie Moreno, Bianca Scotto

1) Call to Order

Dan Schack called the meeting to order at 8:35am.

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

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.

Marcus Medina commented that the Holiday Parade had a great turn-out with a good variety of participants. He also noted the street closures were at a good time and asked if TCCA could keep the merchants in mind when we plan events with street closures. Marcus suggested radio advertising for sponsorships. He also asked for an update on the board elections.

Jenni Moore brought up the process for parade participants and how each participant is charged.

Lisa Aguilera and Rosie Junqueiro arrived at 8:41am.

3) Sponsorship Packet for 2024

Action Item

- a) [Main Sponsorship Packet Detail](#)
- b) [Sponsorship Pricing](#)
- c) [Main Talking Points](#)
- d) [Main Sponsorship Packet](#)

Reza Kazemi gave a presentation on each of the documents linked above. He stated that he is looking for approval for the sponsorship packet for 2024 and to adjust staffing needs to accommodate acquiring sponsorships. Rosie Junqueiro commented on the tote bag option for events and how that will be handled with logos. Reza responded that it will be revisited. Karin Schnaider asked for some clarification on the partnership sponsorship versus the event sponsorship and how they differ. Bianca Scotto gave some details on what each sponsorship will be receiving. Greg Cose referenced the budget to make sure TCCA can support the staffing. Dan Schack inquired if we have an invoicing system in which Reza responded to with TCCA does have that in place. Lisa Aguilera thanked the staff for putting the packet together. Jenni Moore mentioned having the ticketed numbers be represented as participants not attendees. Ticket sales should cover the cost of the items needed for the event. Karin Schnaider motioned to have the sponsorship packet for 2024 approved with the staff having the ability to make text, pricing, graphic modifications as needed. Lisa Aguilera seconded the motion. All were in favor, none were opposed.

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

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None

5) **Adjournment**

a) Motion to Adjourn

Karin Schnaider motioned to adjourn the meeting. Frank Grande seconded the motion. Meeting adjourned at 9:45am.

