



# Visit Elk Grove Board of Directors Agenda and Meeting Notice

**Tuesday, August 21, 2018 at 3:00 pm**  
Holiday Inn Express & Suites Elk Grove  
9175 W Stockton Blvd, Elk Grove, CA 9575

VEG Mission: To promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.

## 2018 Board of Directors

**Rachael Brown**  
(Chair)  
City of Elk Grove

**Adolf Mondaca**  
Hampton Inn & Suites

**Pratik Patel**  
(Treasurer)  
Fairfield Inn & Suites

**Kimberly Albright**  
(Secretary)  
Hilton Garden Inn

**Karri Rivard**  
Holiday Inn Express (E)

**James Lynton**  
Extended Stay America

**JT Thompson**  
Visit Elk Grove  
Staff / Non-voting  
(916) 823-4653  
jt@exploreeelkgrove.com

**Quorum - 4**  
Majority of the VEG Board Representatives

**Call-in information: (712) 775-7270 – access code: 115635.**

Please advise staff 24 hours prior if you will be calling into the meeting.

Items May Not Be Heard In the Order They Are Listed

### A. CALL TO ORDER-ESTABLISH QUORUM

**B. PUBLIC FORUM:** Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.

### C. AGENDA AMENDMENTS AND APPROVAL

### D. City of Elk Grove Amgen Tour of California Recap / Presentation – Kristin Nelson

### E. MOTION - Consent Items (5 minutes)

1. **Board Meeting Minutes –May 15, 2018**
2. **Financial Reports – May, 2018**
3. **STR Report**

All meeting briefs and minutes are provided for informational purposes only and available upon request.

### F. MOTION: (45 Minutes)

- **Budget FY 2018-2019**
- **Marketing Plan 2018-2019**

### G. DISCUSSION ITEMS (30 minutes)

1. Board Retreat
2. Marketing Advisory Committee Update
3. Events Update
4. Tourism 101 Events
5. Brand Launch
6. Regional Partnerships
7. Hotel/Director Updates

## ADJOURN

**REMINDER:** Please plan to attend the Chamber Mixer immediately following this meeting <http://bit.ly/2vPuj38> to support our partners at the Holiday Inn Express

This meeting is wheelchair accessible

Posted and Emailed 08/17/2018