



# Explore Elk Grove Board of Directors Meeting Minutes

**Tuesday, October 16, 2018 at 3:00 pm**  
Elk Grove City Hall, Conference Room 3B  
8401 Laguna Palms Way, Elk Grove, CA 95758

## 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  
jt@exploreeelkgrove.com

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

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

Items May Not Be Heard In The Order They Are Listed

- A. **CALL TO ORDER-ESTABLISH QUORUM at 3:12 PM**
- B. *Roll Call: Rachael Brown; Adolf Mandoca; Janes Lynton; Pratik Patel; Kimberly Albright  
JT Thompson - Staff*

## AGENDA AMENDMENTS AND APPROVAL

- C. **MOTION** - Consent Items Vote: *Approved 5/0/0*  
**Board Meeting Minutes** –Aug 2018, Sept 2018 and October 2, 2018 Special Meeting Minutes
- D. **MOTION** – Reviewed financials and will have an updated copy sent on 10/17/18. James Lynton’s name is spelled incorrectly and change “%” to 5 year. – **Approved 5/0/0**
- E. **MOTION** – Elizabeth with Mood Media presented her TV monitors for the hotels. Waiting for Hilton approval along with hotel ownerships. Hoteliers like the idea of having the product in the lobby – **Approved 5/0/0**

## Discussion Items

- F. **Conference Sales Management – Thompson**  
*Staff discussed with Board about Hillary Burton – Burton Solution Strategies. Hillary will help with conference marketing. Hotel sales teams need to be involved. What are hotel booking windows – how far out can we book? 2 years?*
- G. **Strategic Plan / Public Meeting Date – Thompson**  
*Going to work with consultant to provide November dates for a public meeting to discuss EEG % year strategic plan. Asking if the Hilton Garden Inn can host for about 40 ppl. 1<sup>st</sup> or 2<sup>nd</sup> week in November.*
- H. **Hotel/Director Updates - Thompson**  
*Chamber luncheon Jan 25, 2019 – EEG special luncheon. Discussed Restaurant Week, Strauss Festival, EEG Website updates, discussed getting a landline phone for EEG. JT invited the board to the City Council Meeting on 10/24/18. He will be presenting to the Council about EEG.*
- I. **Adjourn at 4:15PM**