

Board of Directors Regular Meeting



Tuesday, September 15, 2020
3:30 pm – 4:30 pm

Meeting to be held via Teleconference
Click link to join by video: [Join Zoom Meeting](#)
Meeting ID: 860 3308 2400
Passcode: 4jkyPV

*This agenda has been prepared and posted in compliance with the provisions of the Ralph M. Brown Act.
Board action may occur on any identified agenda items.*

AGENDA

A. Call to Order

B. Public Comment

*Public comments on items not listed on the agenda will be heard at this time.
Public comment is taken on items listed on the agenda when those items are addressed.*

C. Review and Approval of Board Meeting Minutes

- a. Regular Meeting: July 21, 2020
- b. Regular Meeting: August 18, 2020

D. COVID-19 Update

E. Budget Update

F. Update from Interim Executive Director / City of Elk Grove

- a. NorCal DMO Weekly Calls & Industry Calls
 - i. NorCal DMO's – Every Monday
 - i. U.S. Road Trips – Reinvented for COVID-19 & Beyond
 - i. Coronavirus Travel Sentiment Survey Findings – Week 27
- b. CRM Research & Development
- c. DMA West Membership
- d. Social Media Content Calendar
- e. Blog & Newsletter
- f. Restaurant Week 2021
- g. Human Resources
- h. Strategic Marketing Plan

G. Future Meetings and Agenda Items

H. Adjournment

NOTICE TO THE PUBLIC

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors.

BROWN ACT NOTICE

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. 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 Khrystyne Moomau, at Explore Elk Grove at (916)512.8211 at least 48 hours prior to the meeting.