



Notice of a Regular Board Meeting

DATE: Tuesday, October 20, 2020

TIME: 3:00pm – 4:00pm

PLACE: Virtual – Teams Meeting Link [CLICK HERE](#)

AGENDA:

1. Call to Order/Roll Call
2. Public Comment
3. Approval of Minutes from September 15, 2020 Board Meeting
4. Approval of Minutes from October 1, 2020 Special Board Meeting
5. Review and approve of the September 2020 Financials **(ACTION)**
6. New Business
 - a. Board Vacancy – Reinstatement of Rachael Brown **(ACTION)**
 - b. Board Positions – Review & Reinstatement **(ACTION)**
 - c. Operations
 - i. CRM **(ACTION)**
 - d. Sales
 - i. Seasonal Spectacular Virtual Trade Show **(ACTION)**
 - ii. November Sales Blitz **(ACTION)**
 - e. Marketing
 - i. Bandwango **(ACTION)**
 - f. Membership **(ACTION)**
 - i. CalSAE **(ACTION)**
 - ii. DMA West **(ACTION)**
 - iii. Sports ETA **(ACTION)**
 - iv. Destinations International
 - g. Annual Report & Financial Statement **(ACTION)**
7. Interim Executive Director Updates
 - a. Website & Social Media Analytics
 - b. STR Report
 - c. 2021 Sierra Nevada Long Course Junior Olympics
2022 Western Zone Championships
8. Old Business
9. Board Member Comments
10. Board Items for Future Meetings
Next Explore Elk Grove Board meeting: November, 17, 2020 at 3:00pm
11. Adjourn

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