



Notice of a Regular Board Meeting

DATE: Tuesday, December 15, 2020

TIME: 3:00pm – 4:00pm

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

Consistent with Executive Order N-29-20 issued on March 17, 2020, and Executive Order N-35-20 issued on March 21, 2020, by the Governor of the State of California, this meeting will be conducted by teleconference only.

The live meeting can be viewed via website at [CLICK HERE](#)

If you wish to provide oral comments during the meeting, you may provide your phone number to the Executive Director (via email) at aaryn@exploreelkgrove.com with a request to speak during General Public Comment or on a particular agenda item matter. At the time the item is called, the Executive Director will call the number provided and place the call on speaker so comments may be heard by anyone participating in the meeting.

*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:

1. Call to Order/Roll Call
2. Public Comment
3. Approval of Minutes from November 17, 2020 Regular Board Meeting
4. Review and approve of the November 2020 Financials
5. Interim Executive Director Updates
 - a. Website & Social Media Analytics
 - b. CRM
 - c. Restaurant Week
 - d. Hotel Promotion – Essential Worker
 - e. Destinations International & Economic Calculator
 - f. Sales
 - i. Lead & RFP Updates
 - ii. Seasonal Spectacular
6. Board Member Comments
7. Board Items for Future Meetings
Next Explore Elk Grove Board Meeting: January 19, 2020 at 3:00pm
8. 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 Khrystyne Moomau, at Explore Elk Grove at (916)512.8211 at least 48 hours prior to the meeting.