



Notice of a Regular Board Meeting

DATE: Tuesday, August 17, 2021

TIME: 3:00pm – 4:00pm

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

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 aarvn@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
*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.*
3. Approve Minutes from July 20, 2021, Board Meeting
4. Receive & Approve July 2021 Financials
5. New Business
 - a. Board Member Resignations, Open Position, and Seat Fulfillment
 - i. Resignations
 1. Pratik Patel
 2. Arthur Valdez
 - ii. Open Position (Treasurer)
 1. Staff Recommendation & Acceptance - James Lynton
 2. Discussion and vote
 - iii. Vacant Board Seat Fulfillment
 1. WS Management – Lorena Reilly (TownePlace)
 2. Discussion and vote
 - b. Staff Resignation and Open Position
 - i. Khrystyne Moomau
 - ii. Marketing & Event Manager – Posted 8/13/21
6. Executive Director Updates
 - a. Corks & Caps of Elk Grove
 - i. Uncorked & Uncapped 2021
 1. Board Member Tickets
 2. Volunteer Opportunities
 3. Event Progress Update

4. Prospect & Client Tickets

- ii. Map & Guide
- iii. Wayfinding Signage
- iv. Beer & Wine Trail Pass

b. Marketing Updates

- i. Monthly Report
- ii. Chamber of Commerce Directory
- iii. Content Marketing Services SOW – Tempest
- iv. Branding Lite Services SOW – Tempest
- v. CrowdRiff
- vi. DMA West Education Summit & Vendor Showcase (September 29-October 1, 2021)
- vii. Tourism Academy (October 13-15, 2021)

c. Sales Updates

- i. 2023 & 2024 USAAS
 - 1. U.S. 13-15 Championship & 12U Championship
 - 2. 2024 U.S. Junior & Senior Championship
- ii. Sports ETA Symposium (October 25-28, 2021)
- iii. Sales Mission & Client Event – November 4th & 5th
- iv. Seasonal Spectacular (December 14-15, 2021)

7. Board Member Comments

8. Board Items for Future Meetings

Next Explore Elk Grove Board Meeting: September 21, 2021

9. 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 Aaryn Val, at Explore Elk Grove at (916) 512-8211 at least 48 hours prior to the meeting.

