



## Notice of a Regular Board Meeting

**DATE:** Tuesday, October 19, 2021

**TIME:** 3:00pm – 4:00pm

**PLACE:** Hilton Garden Inn, Tahoe Room

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 September 21, 2021, Board Meeting
4. Receive & Approve September 2021 Financials
5. New Business
  - a. Board of Directors
    - i. Vacant Board Seat Fulfillment
      1. Lorena Reilly – WS Management Inc./TownePlace
    - ii. Staff Recommendation for Advisor Appointment
  - b. Explore Elk Grove Employee Benefits
    - i. Receive Retirement Package Options, Make Selection, and Approve
  - c. Quarterly Hospitality Meet-up & Holiday Luncheon
    - i. Partner Extranet Training
    - ii. Explore Elk Grove Year in Review
    - iii. Property Tour
  - d. Receive Website Bids, Make Selection, and Approve
  - e. Receive 360 Tour Bids, Make Selection, and Approve
6. Executive Director & Staff Updates
  - a. Marketing Updates (Audrey)
    - i. Monthly Report
      1. Website Metrics
      2. Social Media Metrics
      3. Media Coverage & Pitches
    - ii. Pass Updates

1. Beer & Wine Pass (Launching October 20, 2021)
2. EGLP
3. Restaurant Week & Pass (January 14-23, 2022)

iii. Tourism Academy Recap (October 13-15, 2021)

b. Sales Updates (Aaryn)

i. Meetings

1. Independent Meeting Professionals of Sacramento
2. Facility Guide
3. Sales Blitz (November 3-4)
4. The Room Eaze (April or May 2022, 300 attendees, 100 rooms)
5. 2022 Real-Time Symposium (May 2-6, 2022)

ii. Sports Travel Bids

1. Under Review

- 2023 & 2024 USAAS
  - U.S. 13-15 Championship & 12U Championship
  - 2024 U.S. Junior & Senior Championship

2. In Progress

- California USBC 2022
  - Senior Singles Championship (August)
  - State Singles Championship (October)
- Disabled Golf Association of America
  - Championships 2022, 2023, or 2024
- Senior Softball 2022
  - Northern California Championship (June)
  - Western Regionals (August)
- USAAS
  - Western Zones Championships (February 2022)
- Sierra Nevada Swimming
  - Short Course Championships (March 2022)
  - Western Zones (August 2022)

iii. Conferences & Trade Shows

1. US Sports Congress – December 6-8, 2021
2. Seasonal Spectacular (December 14-15, 2021)

7. Board Member Comments

8. Board Items for Future Meetings

Next Explore Elk Grove Board Meeting: November 16, 2021, Hilton Garden Inn

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

