



## **Notice of a Regular Board Meeting**

**DATE:** Tuesday, November 16, 2021

**TIME:** 3:00pm – 4:30pm

**PLACE:** Hilton Garden Inn, Board 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 October 19, 2021, Board Meeting
4. Receive & Approve October 2021 Financials
5. New Business
  - a. Explore Elk Grove Employee Benefits
    - i. 401K Safe Harbor Discussion & Action
  - b. City Council Presentation – December 8, 2021
6. Executive Director & Staff Updates
  - a. Marketing Updates (Audrey)
    - i. Monthly Report
      1. Website Metrics
      2. Social Media Metrics
      3. Media Coverage & Pitches
    - ii. Branding, Content Development & New Website Updates
    - iii. Map & Guides (Facility & Trail)
    - iv. Restaurant Week (January 14-23, 2022)
    - v. Pass Updates
      1. Beer & Wine Pass
      2. EGLP
  - b. Hospitality Meet-up & Luncheon – December 14<sup>th</sup>, Sheldon Inn (Audrey)
  - c. Partnership Development & Sales Updates (Aaryn)
    - i. Meetings & Events
      1. Sales Blitz Recap

## ii. Sports Travel

### 1. California USBC 2022

- Senior Singles Championship (August 18-20, 2022)
- State Singles Championship (October 15-16, 2022)
- EEG Sponsorship Discussion & Action

### 2. Senior Softball 2022

- Northern CA Championship (June 10-12, 2022)
- Western Regionals (August 26-31, 2022)
- EEG Sponsorship Discussion & Action

### 3. USAAS

- Western Zones Championships (March 4-6, 2022)
- EEG Sponsorship Discussion & Action

### 4. Sierra Nevada Swimming

- Short Course Championships (March 11-13, 2022)
- Western Zones (August 3-7, 2022)

### 5. 2023 & 2024 USAAS

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

## iii. Conferences & Trade Shows

1. US Sports Congress – December 6-8, 2021
2. Seasonal Spectacular (December 15, 2021)
3. Visit California Outlook Forum (February 14-15, 2022)
4. DMA West Tech Summit (March 30 – April 1, 2022)

## 7. Board Member Comments

## 8. Board Items for Future Meetings

Next Explore Elk Grove Board Meeting: December 21, 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.