



Notice of a Regular Board Meeting

DATE: Tuesday, January 18, 2022

TIME: 3:00 pm – 4:30 pm

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
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 November 30, 2021, Board Meeting (ACTION)
4. Receive & Approve November 2021 and December 2021 Financials (ACTION)
5. New Business
 - a. Board Position - Holiday Inn Express & Suites (Maritime Drive)
 - i. Amber Caywood (ACTION)
 - b. Review Board Voting Policy
 - i. Consideration for all Board Members to have a vote (ACTION)
 - c. Review & Approve Proposed Revisions to Bylaws (ACTION)
 - d. Proposed Staff Position – Sales & Partnership Coordinator (ACTION)
6. Executive Director & Staff Updates
 - a. Marketing Updates (Audrey)
 - i. Monthly Report
 - ii. Branding, Content Development
 - iii. Facility Guide
 - iv. Restaurant Week (January 14-23, 2022)

b. 2022 Hospitality Meet-up Proposed Schedule

- i. March 24th – Dust Bowl (Networking)
- ii. July 21st – D56 (Mid-Year Review & New Website Launch)
- iii. September 24th – Location TBD (VIP Experience at Uncorked & Uncapped)
- iv. Nov/Dec – Sky River (Year in Review)

c. Partnership Development & Sales Updates (Aaryn)

i. Meetings & Events

1. Lions Club District 4-C% Convention (April 2024)
2. CA Ambulance Association (March 2022)
3. Foam Glow at Bradley Ranch (May 2022)
4. Medforce (November 2022)

ii. Sports Travel

1. Perfect Game Softball Fastpitch Combine (May 2022)
2. USAAS
 - Western Zones Championships (March 4-6, 2022)
 - EEG Sponsorship Discussion & Action
3. Sierra Nevada Swimming
 - Short Course Championships (March 11-13, 2022)
 - Western Zones (August 3-7, 2022)
4. 2023 & 2024 USAAS
 - U.S. 13-15 Championship & 12U Championship
 - 2024 U.S. Junior & Senior Championship

iii. Conferences & Trade Shows

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

iv. Board Meeting Presentation

1. February - SMUD

7. Board Member Comments

8. Board Items for Future Meetings

Next Explore Elk Grove Board Meeting: February 15, 2022, 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

