



Notice of a Regular Board Meeting

DATE: Tuesday, October 17, 2023

TIME: 3:00 P M – 4:30 P M

PLACE: Hilton Garden Inn

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. City of Elk Grove Staff Presentations

- a. City Budget & Major Projects Update – Christal Love-Lazard, Community Engagement & Government Relations Manager
- b. Zoo Brief – Christopher Jordan, Director of Strategic Planning & Innovation

4. Approve Minutes from September 2023 meeting (ACTION)

5. Receive & Approve September 2023 Financials (ACTION)

6. Executive Director & Staff Updates

- a. Civitas Management District Plan Modification Proposal
- b. Wayfinding Signage
- c. Phone System - Vonage
- d. Grant Application Review (Action)
 - i. Elk Grove Cricket Tournament
- e. Sales & Partnership Updates (Joy)
 - i. Partner Sales Updates
 - 1. Status Report
 - 2. Industry Events
 - Seasonal Spectacular
 - Sports ETA
 - 3. PlayEasy
- f. Marketing Updates (Casey)
 - i. Monthly Reports (Explore Elk Grove & Main Street)

- ii. Comedy Night & Main Street Stroll
 - iii. Hallo-Palooza & Trunk or Treat
 - iv. Why Buy Local E-Gift Card & Shop Local
- 7. Industry Events
 - a. Visit California Outlook Forum
- 8. Board Member Comments
- 9. Board Items for Future Meetings
 - Next Explore Elk Grove Board Meeting: November 21, 2023 (Hilton Garden Inn)
- 10. 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.