

EXPLORE
ELK GROVE

Date: Tuesday, August 26, 2025

Time: 1:00 PM – 2:00 PM

**Location: Explore Elk Grove Office
(9045 Elk Grove Blvd, STE 102)**

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
Members of the audience may comment on matters that are not included on the agenda. No action may be taken on a matter raised under "Public Comment" until the matter has been specifically included on an agenda as an action item.
3. Approve Minutes of June 2025 meeting **(ACTION)**
4. Receive & Approve June & July 2025 Financials **(ACTION)**
5. Executive Director Updates & New Business
 - a. Sales Manager Position Update
 - b. Discussion and possible action to change banking relationship **(ACTION)**
 - c. Spartan Race
 - a. Visitor Insights & Destination Scorecard
 - b. TOT Guidelines & Municipal Code Amendment
 - c. Annual Financials & Tax Return
 - d. COEG Annual Report & Financial Report
 - e. Destination Development
 - i. IR Sunstroke 2025 Award
6. Sales
 - a. Monthly Report & Pipeline Highlights
 - a. Cal Ripken Western Regionals Recap
 - b. Western Zones Recap
 - c. AJGA Recap
 - d. MUDGIRL
 - e. Disc Golf Pro Tour Updates
 - f. USA Artistic Swimming 2027 Master's Championship

7. Marketing & Events
 - a. Monthly Report
 - b. Event Updates
 - i. Tourism Brunch Recap
 - ii. Uncorked & Uncapped
 - iii. Sangria Showdown
 - iv. Terra Madre
8. Board Member Comments
 - a. Board Items for Future Meeting – October 28, 2025
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.