



PLACER VALLEY

Tourism Enriching Communities

EXECUTIVE COMMITTEE MEETING AGENDA

Date: October 15, 2026 Time: 3:30 p.m.

Placer Valley Tourism 2204 Plaza Drive Suite 110, Rocklin, CA 95765

Zoom Meeting: <https://us02web.zoom.us/j/87124372073>

Meeting ID: 871 2437 2073 Passcode: 922062

We welcome public comment regarding any subject not on the agenda during the time identified for "Public Comment." All matters requiring a response will be forwarded to staff. Presentations made under "Public Comment" are normally restricted to three (3) minutes in length per meeting unless the Chairman specifically authorizes additional time. If you have special needs because of a disability that makes it difficult for you to participate in the meeting, or you require assistance or auxiliary aids to participate in the meeting, please contact us at (916) 773-5400 by at least noon the day preceding the meeting. We will attempt to accommodate your disability. Materials related to open session items on this agenda that are submitted to the Committee after distribution of the agenda packet are available for public inspection during normal business hours at our office located at 2204 Plaza Drive, Suite 110, Rocklin CA 95765.

1. CALL TO ORDER

2. ROLL CALL

3. PUBLIC COMMENT

STANDING REPORT

4. Secretary's Report – Stephen Makis

- a. **ACTION:** Approve September 17, 2026, PVT Executive Committee Meeting Minutes.

5. Treasurer's Report – Lucas Moosman

- a. **ACTION:** Approve September 2026 PVT Financial Report

6. Events Committee – Willie Johnson

- a. **ACTION:** Approve Friends of McBean Capital Grant Application for digital scoreboard

NEW & CONTINUING BUSINESS

7. Governance Committee – Willie Johnson

- a. **ACTION:** Approve Board of Directors application for Sarah Alvarado
- b. **ACTION:** Approve Slate of Officers 2027

8. Annual Strategic Planning Session September 24, 2026, at Sierra College – Kim Summers

- a. **ACTION:** Approve Annual Strategic Planning Session 2026 minutes

9. **ACTION:** Approve PVT 2027 Strategic Plan

10. PVT Marketing District Modification – Kim Summers

- a. **ACTION:** Approve Civitas Agreement

11. CEO Report – Kim Summers

12. EXECUTIVE COMMITTEE MEMBER COMMENTS AND REPORTS

13. Next PVT Executive Committee meeting will be on November 12, 2026, Thursday at 3:30pm at 2204

Plaza Drive Suite 110, Rocklin.

14. ADJOURN