

Placer Valley Tourism & @the Grounds
Board of Directors Special Meeting – Board Retreat
Sierra College – Learning Resource Center/Library, Room LRC-201
5100 Sierra College Blvd, Rocklin, CA
September 24, 2026
8:00AM

Call to Order / Introductions:

Scott Ormerod

Continental breakfast at 8:00 a.m.; meeting begins at 8:15 a.m.

Public Comment:

Ormerod

Public Comment for any item on the agenda

Informational and Discussion Items:

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1. **Retreat Preview, Desired Outcomes, and Survey & Benchmarks** (8:20 a.m.)
Scott Ormerod to preview the day and review retreat goals.
2. **CEO State of the State: PVT & ATG** (8:35 a.m.)
Kim Summers to report on PVT and ATG progress to date.
3. **ATG Master Plan** (9:35 a.m.)
19six Architects to present the ATG Master Plan.

Break – 10:35 a.m.

4. **ATG Master Plan: Path Forward** (10:50 a.m.)
Kim Summers to discuss stakeholder input, costs, and funding approach.
5. **Building the ATG 2027 Annual Plan (Part 1)** (11:30 a.m.)
Board to discuss ATG priorities for 2027.

Lunch – 12:30 p.m.

6. **Tour of Sierra College Sports Facilities** (1:00 p.m.)
Board to tour Sierra College sports facilities.
7. **Business Improvement District Presentation and Discussion** (1:30 p.m.)
Civitas to present modification options available to the PVT BID, including the option to include short term rentals.

Break – 3:00 p.m.

8. **Building the PVT 2027 Annual Plan (Part 2)** (3:15 p.m.)
Board to discuss PVT priorities for 2027.
9. **CEO Evaluation Process** (4:15 p.m.)
Board to discuss the CEO evaluation process.

Adjournment of Special Board Meeting (4:30 p.m.):

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BROWN ACT: 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 and at least 24 hours prior to a special 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, notify Sulynn Jew sjew@placertourism.com at least 48 hours prior to the meeting. **NOTICE TO PUBLIC:** You are welcome and encouraged to participate in this meeting. Public comment on any item described on this agenda is taken at the beginning of the meeting. 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. The agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.