

**LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)
DBA Visit Lake County California
Board of Directors Meeting Minutes
Tuesday, September 24 2019
Twin Pine Casino & Hotel, Middletown. CA**

1. Call to Order

Meeting called to order at 1:02 pm by Chair of Board Larry Galupe.

2. Roll Call

Michelle Scully	Present	Larry Galupe	Present
Maryann Schmid	Present	Brian Fisher	Present
Lynne Butcher	Present	Alan Flora (left 2:30pm)	Present
Havi Wijegunawardane	Present	Wilda Shock	Present
Jitu Ishwar	Absent		

Public: Melissa Fulton, Jessica Pyska.

3. Public Comment

a. Destinations Magazine proposal – Melissa Fulton.

The Lake County Chamber of Commerce has a marketing contract with the County of Lake. The County contracts with Lake County Publishing for producing the magazine. The Lake County Record-Bee sells advertising spaces to fund the printing. The Chamber is responsible for editorial content. The LCCC Wants to know how many copies the VLCC would like to order. Price per book is \$1.40.

Kevin McConnell is the publisher for the Record-Bee and the point of contact. The Communications Committee will meet with Kevin and report back to the Board.

Melissa inquired about TID/VLCC participation in Sacramento International Sportsmen's Expo, January 16-19, 2020, at Cal Expo. The LCCC has paid the early booth registration fee (\$750) and will split that cost with Konocti Vista Casino. Total show participation costs about \$2000. Melissa will send information about the outdoor recreation show to the TID Board.

4. Approval of Minutes

m/s/c – (Alan/Brian) Approved as presented, 8-0.

5. Old Business

a. Harbin Hot Springs legal letter followup – Michelle and Larry met the attorney and three (3) representatives from Harbin. Legal proceeding will be given to the county. The discussion ended at the two groups wanting to continue negotiations.

Brian and Michelle will seek pro bono legal assistance. Larry will meet with Anita Grant from the County Counsel's Office for a consultation.

b. Economic development/tourism Leadership Summit update – New Paradigm College(NPC) in Lucerne, CA selected as the location for the Economic Development/Tourism Leadership Summit on November 15. Venue fee is \$767. Contract sent to EDC. Vendors (CTA, EDC) will be invited with ½ of the fee paid to NPC.

c. Middletown Rancheria and Robinson Rancheria Financial partnerships update – Middletown Rancheria has the topic on their agenda for September 24. Received a check from the City of Lakeport for \$5000 as part of the TID partnership.

6. New Business

a. Communications Committee update – Forty (40) invitees have confirmed for the Brand Reveal. Need to send a second round email. The committee will meet with the team from Cubic Creative on October 8 to budget and plan the presentation day, 2020 strategic and campaign goals.

b. North Coast Tourism Council update – Mendocino, Del Norte, Humboldt, Lake County representatives met with the representative from Visit California. Larry represented Lake County and received bylaws and tax returns from NCTC. Each County to contribute \$11,000 per year with Visit California to match the total amount. NCTC will focus on domestic visitors.

Larry will forward the minutes to analyze and decide at the next Board meeting.

7. Action Items

Discuss next steps about Harbin Hot Springs.

8. Set next meeting date

Board Meeting: October 9, 1:00 pm at Soper Reese Theatre.

Brand Campaign: October 9, 3:00 pm at Soper Reese Theatre.

Board Meeting: November 5, 1:00 pm. Location TBD.

9. Member Comments/Announcements

No comments.

10. Adjournment

Meeting adjourned at 3:08 pm by Chair of Board Larry Galupe.

Havi Wijegunawardane
Secretary of the Board.