

LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)
Board of Directors Meeting Minutes
Tuesday, March 12, 2019, 1:30 PM
Tallman Hotel, Upper Lake CA

1. Call to Order

Meeting called to order at 1:39 p.m. by Chair Larry Galupe.

2. Roll Call

Board members attending: Larry Galupe, Michelle Scully, Brian Fisher, Arrna Egan, Havi Wijegonawardane, and Jitu Ishwar, by phone. Board members with representation: Olga Martin Steele for Maryann Schmid, James Butler for Lynne Butcher, Alan Flora for Greg Folsom, and Kevin Ingram for Margaret Silveira.

Public: Wilda Shock, City of Lakeport.

3. Approval of Meeting Minutes for February 26, 2019

Brian moved approval with corrections ("Suite on Main," Dogtrekker); seconded by Michelle. Approved by all.

4. Public Comment

Olga noted that people are curious about the organization. No other comments.

5. Old Business

a. Director & Officer Insurance – no update

b. Stakeholder Relations Update - Lodge at Blue Lakes will host a shareholder meeting with date TBD. April 18 meeting with Middletown tribe to discuss TID participation.

*Suggestion: Invite media to attend shareholder meeting.

c. Communications Committee Update – Lynne, Michelle and Brian finished and submitted the Request for Proposal and letter of introduction on March 5, with distribution to 12 marketing firms. Received requests for additional information. All information is available on www.discoveryourlake.com website. In process of preparing a press release. Expecting to receive responses.

*Invite Record Bee to the shareholder meeting.

d. VLCC Bank Account - Application has been started and Havi has paperwork to be signed. After paperwork is signed Larry will submit to WestAmerica Bank in Middletown to open the account.

6. New Business

- a. Review and approve updated VLCC Bylaws – Brian moved to approve the amended version, Arnna seconded .All in favor.
- b. Appointment of City of Clearlake Representative: Alan Flora – Brian moved to approve, Jitu seconded. All in favor.
- c. CTA, Tourism Lake County stakeholder relations update – CTA requests 20 minutes on the next meeting agenda to discuss contract with the County of Lake and the Lake County Chamber of Commerce, including annual cost and trainings.
- d. Review, approve and sign contract with the County of Lake, City of Lakeport and City of Clearlake - Jitu moved to approve the contract between the TID and the County Lake, Arnna seconded. All in favor. Contract signed by Larry. The contract with the City of Lakeport and the City of Clearlake will be on the agenda for the next meeting.

7. Action Items

- Add CTA presentation.
- Discuss administration of the TID, job description for Executive Director; Michelle will obtain descriptions from Yolo County and Mendocino County TIDs.
- Make a check list of things to be done / strategic / media relations plan.
- Track countywide occupancy, discussion about how to quantify.
- Sign contracts with cities of Lakeport and Clearlake.
- Appoint a representative for City of Lakeport.

8. Next Meeting Date: Tuesday, March 26, 1:30 p.m. at Lakeport City Hall, conference room.

9. Member Comments/Announcements

Larry will not be present; Maryann will be chair the next meeting.

10. Adjournment at 2:28 p.m.