

LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)
DBA Visit Lake County California
Tuesday, December 17, 2019, 1:00 PM
Lake County Wine Grape Commission – 3865 Main St, Kelseyville, CA

1. Call to Order

Meeting called to order at 1:05 PM by Chair of Board Larry Galupe.

2. Roll Call

Wilda Shock	Present	Lynne Butcher	Present
Michelle Scully	Present	Larry Galupe	Present
Havi Wijegunawardane	Present	Maryann Schmid	Present
Brian Fisher	Present	Jitu Ishwar	Absent
Alan Flora	Absent		

Public: Robert Boccabella, Jacie Casteel.

3. Public Comment

None

4. Approval of Minutes

Approved with name correction m/s/c (Wilda/Maryann) 7-0.

5. Old Business

a. Financial Report – Received payments from the City of Clearlake and from the County of Lake.

Checks written out to DogTreckker for \$1125, to Brian for \$1000 for the trademark attorney, \$932 for director insurance, CTA marketing fee \$1000, \$200 to Larry for opening the bank account.

b. North Coast Tourism Council Update – Michelle spoke to Julie and negotiated a reduced rate of \$5000. Approved to fund 2020 NCTC \$5000 budget request. m/s/c (Brian/Wilda) 7-0.

c. Partnerships Update – Robinson Rancheria agreed to partner with VLCC and contribute 1.5% of room revenue for a one year term. Assessments will be collected quarterly starting on December 1.

6. New Business

a. Communications Committee updates

i) LCTID Progress Report – Michelle drafted a letter to the County of Lake and City councils by Larry requesting time on their meeting agendas in January or February.

ii) New website – Received two proposals. Brand Hound for \$24,500. Cubic Creative for \$35,000.

Will be voted at the next meeting after the board has time to review the proposals.

iii) Subcommittee to verify stakeholder contacts – Maryann will work on it.

b. Approve Membership for Alan Flora, Lynne Butcher, Wilda Shock.

Approved to renew Board membership for Alan Flora, Lynne Butcher, Wilda Shock for one year terms. m/s/c (Michelle/Brian), 7-0.

7. Action Items

Vote on new website contract

Closed session

8. Set next meeting date

January 7 , 2020 1 PM– Best Western, Clearlake (tentative) or Business Design Services, Lakeport.

January 21, 2020 1 PM - Location TBD

9. Member Comments/Announcements

Brian received feedback regarding trademarking the logo and tagline from the law firm. They recommend moving ahead with the patent paperwork.

10. Adjournment

Meeting adjourned at 2:37 PM by Chair of Board Larry Galupe.

Havi Wijegunawardane
Secretary of the Board.