



LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)

DBA Visit Lake County California www.lakecounty.com

Wednesday, April 5, 2023 – Noon

Clearlake City Hall – In Person and Zoom

14050 Olympic Drive, Clearlake

Additional location: 3600 South Las Vegas Blvd, Las Vegas NV 89109

MEETING MINUTES

- 1. Call to order; Introductions; Establish Quorum – Christie White** **12:01 PM**

Directors present (quorum): Christie White, Susan Parker, Wilda Shock, Lynne Butcher, David Claffey, Priya Dias, Alan Flora, Larry Galupe (at 12:25 p.m.).
Directors absent: Jaime Campanero, Jitu Ishwar, Vikesh Parmar.
Contractors present: Brian Fisher, Karen Pavone.
Guests present in person: Robert Boccabella, Laura McAndrews Sammel, Coleen Lee, Cheryl and George Smith, Holly Austin, Alfredo Jaramillo.
Guests present online: Bethany Moss, Nancy Hudson, Brandon Disney, Nicole Flora.
- 2. Financial Reports – Lynne Butcher**
Appoint Audit Committee – Internal
 - Budget vs. Actuals sent to Directors via email: Revenue in Q4 2022 was \$142K versus budget of \$165K. Expenses of \$87K were down significantly from budget of \$135K. Income for Q1 2023 was \$36K, better than budget of \$11K. Current bank balance is \$109K. Civitas expense of \$51,670 was not budgeted, contributing to a cost of \$140K to renew the District (May '22-February '23).
The Management District Plan is on the trade website, www.discoveryourlake.com under Documents.
 - By consensus, the Board agreed to accept the offer of Chair White and Director Flora to serve as the internal ad hoc Audit Committee to review and reconcile financial records.
 - After discussion, motion by Director Claffey and second by Director Shock to remove Maryann Schmid as a signer on the bank checking account and to add Christie White to the current names of Lynne Butcher and Larry Galupe; approved, 7-0.
- 3. Approval of LCTID Meeting Minutes for February 1, 2023 – Wilda Shock**

Motion by Director Butcher, second by Director Claffey to approve minutes from the February 1, 2023 meeting; approved, 7-0.
- 4. Clear Lake Seaplane Splash-In – Priya Dias**

The Lakeport Main Street Association has assumed responsibility for coordinating and promoting the annual Splash-In event in Lakeport without the funds that had previously been available when the Lake County Chamber of Commerce managed the activity. Laura McAndrews Sammel, CEO of the LCCC, explained that funds received by the Chamber for destination marketing activities are now being allocated to the TID. After discussion regarding the need for and value of having a policy regarding TID funds for sponsorships, it was agreed that Visit Lake County CA would leverage its social media and help with promotion, encouraging the LMSA to seek additional partners, including approaching the City of Lakeport for financial participation. Director Dias will schedule a meeting with the City Manager and include the LMSA president.

5. Executive Director – Brian Fisher

Executive Director – Position and Evaluation

ED Fisher announced he would continue on a month-to-month basis through 2023 with Board agreement. He will submit a new contract for action.

UPDATES:

- **Social Media – Karen Pavone**

Report will be distributed. Please send content for consideration to share on our social media platforms by tagging @visitlakecountycal.

- **Board of Directors: Resignations and Appointments; Bylaws Review - Steering Committee**

After discussion, motion by Director Shock with second by Director Butcher to accept the resignation of Jaime Campanero and appoint Alfredo Jaramillo as a new Director representing Robinson Rancheria Resort & Casino. Approved, 8-0.

Director Jaramillo was welcomed to the TID Board; he described his professional background and the activity that will be occurring at RRR&C.

ED Fisher noted his discussion with Director Ishwar who has offered to resign due to his schedule and inability to attend meetings; Board members were asked to suggest possible contacts to fill two positions.

- **Analytics – Google 3 to Google 4 Conversion**

Transition has been completed by MediumGiant (see report).

- **Spring Search/Social Programmatic** (see report)

- **Book Direct STR** (see report)

- **2023 Visitor Map**

Map will be animated instead of topographical (2022); advertising has been secured to make the publication revenue neutral; distribution will be greater in the Redwood Empire instead of the Central Valley (Redding area); 25K copies will be reserved for distribution in Lake County. A local designer is engaged; content is being reviewed.

- **Destinations magazine/Lake County Chamber of Commerce Partnership**

Conversations underway between TID and LCCC to produce an 80 page folio to include a Chamber membership directory and be 100% supported by advertising; a clear distribution strategy will be determined; a new name for the publication is possible. Focus will be on features (stories) instead of listings; production will start now with a review and change in the advertising rates.

- **Visit California Outlook Forum** (see report with photo)

Visit CA is creating a Readiness plan for tourism councils with stakeholder meetings planned for June-December 2023; partnerships with Native Americas for programs.

- **California Travel Association Advocacy, May 16-17, Sacramento**

- **Board of Directors: Resignations and Appointments; Bylaws Review - Steering Committee**

After discussion, Director Flora moved and Director Parker seconded to establish an ad hoc committee composed of the four officers to work with the Executive Director between Board meetings; approved, 8-0.

6. Public Comment/Member Comments/Announcements

Holly Austin introduced herself as the new Regional Sales Manager for The Lodge at Blue Lakes, describing the renovations underway; rooms and boat rentals are currently available.

7. Next Meeting

Director Jaramillo offered to host the meeting at Robinson Rancheria Resort & Casino on Wednesday, June 7, 2023, at Noon.

8. Adjournment

Meeting adjourned by Chair Christie White at 1:35 p.m.
Meeting minutes prepared by Secretary Wilda Shock.

04/07/2023