

LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)
DBA Visit Lake County California
Board of Directors Meeting
Tuesday, February 4, 2020
Business Design Services, Lakeport. CA.

1. Call to Order

Meeting called to order at 1:07 pm by Chair of Board Larry Galupe.

2. Roll Call

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

Public: Robert Boccabella, Jacie Casteel.

3. Public Comment

Jacie Casteel commented how well done the presentation to the Lake County Board of Supervisors was and commended Michelle and Brian.

4. Approval of Minutes

Michelle moved to add an addendum to item 5.a that highlights the Board's desire for having one seat per member specified in the minutes. m/s/c (Wilda/Alan) 7-0.

Minutes approved with addendum, m/s/c (Lynne/Maryann), 7-0.

5. Old Business

- a. Partnership Updates – Middletown Rancheria of Pomo Indians of California agreed to a partnership with one (1) seat on the Board and to provide \$20,000 annually to VLCC in four (4) installments of \$5,000.

Michelle will create a draft letter to be sent to Big Valley Rancheria and Habematolel Pomo of Upper Lake.

Maryann has a draft of the press release highlighting Robinson Rancheria's partnership with VLCC. It will be sent to local media.

6. New Business

- a. Communications Committee Update – Presentations to the City Councils will be made on February, 18, 6:00 pm at Lakeport City Hall and on February 20, 6:00 pm at Clearlake City Hall.
- b. LCTID Progress Report – Communications Committee and Alan Flora will create the annual report.

7. Action Items

Michelle informed that Helena Welsh of the Lake County Winery Association and Debra Sommerfield at the Lake County Wine Grape Commission have expressed their interest in partnering with VLCC with events.

8. Set next meeting date

February, 18 2020 -1:00 pm at Robinson Rancheria Resort & Casino, Upper Lake.

March, 3 2020 - 1:00 pm at Twin Pine Casino & Hotel, Middletown.

March, 17 2020 - 1:00 pm at Konocti Vista Casino, Lakeport.

9. Member Comments/Announcements

Wilda announced an Art Walk in Lakeport on May 22 will feature the new murals and their artists.

North Coast Tourism Council Update: Larry will attend the RTO Summit in Los Angeles in February. Next meeting will be held in Del Norte County.

10. Adjournment

Meeting adjourned at 2:40 pm by Chair of Board Larry Galupe.

Havi Wijegunawardane
Secretary of the Board