

LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)
Board of Directors Meeting
Tuesday, June 18, 2019
Twin Pine Casino & Hotel, Middletown

1. Call to Order

Meeting called to order at 1:35 pm by Board of Chair Larry Galupe

2. Roll Call Board of Directors

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

Public: Jim Freeman, Hidden Valley Lake Golf Course

3. Public Comment - None

4. Approval of Minutes for June 4, 2019

m/s/c (Brian/ Alan) Approved as presented, 5-0.

5. Old Business

a. Credit card application – Havi had given Jitu the application and documents needed.

6. New Business

a. Communications Committee update – Immersion trip for Cubic creative focus groups were well attended. Focus group participants were intrigued and eager to be part of the process going forward. Libby and Amber will create the “Creative Brief” to hand to the rest of the team at Cubic. We will receive a timeline in the next two weeks. Invoice of \$12,500 was

submitted by Cubic.

b. Re-evaluation of existing funds – VLCC is added to the County as a vendor. City of Lakeport will provide an application to be filled.

c. Sponsorship questionnaire creation – Maryanne will create the document/questionnaire. The questionnaire will be available on the website.

d. Creation of media FAM tour subcommittee – Lynne announced that a writer from a Sacramento area paper (Roseville) will be coming to the county at the end of June.

A writer from DogTrekker is interested in coming to the county.

7. Action Items

Media FAM tour subcommittee Lynne and Wilda will develop criteria to vet the participants.

Lynne to contact Wyndam by WorldMark in Nice.

Maryanne to contact Lake County Winery Association.

8. Set next meeting date

July 16, 1:30 PM, Tallman Hotel, Upper lake.

July 30, 1:30 PM, Hidden Valley Lake Golf Course Greenview Room.

9. Member Comments/Announcements

Larry announced that a Pink Floyd cover band will be performing on June 29 at Twin Pine Casino and a Prince cover band on July 6.

Jim Freeman announced that there will be live music on the first Saturday and the third Friday at Hidden Valley Lake Golf Course.

Maryann is waiting for EJ Crandall from Robinson Rancheria to let her know when VLCC will be on their agenda.

Alan Flora will allocate \$20,000 from the City of Clearlake budget.

Wilda will talk to Margaret to ask about the City of Lakeport's donation to the TID.

10. Adjournment

Meeting adjourned at 2:45 PM by Chair Larry Galupe.

Havi Wijegunawardane
Secretary