



LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)

DBA Visit Lake County California www.lakecounty.com

Wednesday, October 12, 2022 – 8:30-9:30 AM

Zoom Meeting

<https://us02web.zoom.us/j/86229021071>

MEETING MINUTES

- 1. Call to order; Introductions; Establish Quorum – Christie White 8:3 AM**
Directors present (5): Christie White, Wilda Shock, Lynne Butcher, Priya Dias, Alan Flora.
David Claffey and Susan Parker present at 8:52 a.m.
Directors excused: Maryann Schmid.
Directors absent: Jaime Campanero, Larry Galupe, Jitu Ishwar, Vikesh Parmar.
Contractors present: Brian Fisher, Karen Pavone.
Guests: Robert Boccabella, Jessica Pyska, Coleen Lee, Jenni Byers, Cheryl Smith.
- 2. Receive and file minutes of LCTID regular meeting of September 7, 2022 – Wilda Shock**
With a quorum present, motion by Director Butcher, second by Director Flora, to approve the minutes of the September 7, 2022, Board meeting as presented. Approved 7-0.
- 3. Financial Reports – Lynne Butcher**
Budget vs. Actuals, January-September 2022, were presented to the Board; bank balance in checking account is \$157,353.
- 4. Executive Director/Communications – Brian Fisher**
UPDATES: Social media and public relations report for September from Karen Pavone; website analytics and BookDirect reports presented with accompanying slides. Trudy Wakefield represented Lake County at the Visit California media event in San Francisco on September 22 (see slide for details).

Management District Renewal Report: Of the petitions returned to date, approval of renewal as presented is at 32.68%; spread sheet of responses presented for review and discussion. Consensus that individual contact with accommodations will be needed to reach 50% threshold; possible Q &A open forum session via Zoom to be arranged with those lodgings for whom email addresses have been confirmed.
- 5. Public Comment/Member Comments/Announcements**
No comments.
- 6. Adjournment**
Meeting adjourned by Chair Christie White at 9:14 a.m.
Meeting minutes prepared by Secretary Wilda Shock.

NEXT MEETING: Wednesday, November 2, 2022 - 8:30 a.m., via Zoom.
Agenda items due one week in advance.

10/12/2022