



**LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)**

**DBA Visit Lake County California [www.lakecounty.com](http://www.lakecounty.com)**

**Wednesday, June 1, 2022 – 8:30-9:30 AM**

**Zoom Meeting**

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

**MEETING NOTES**

**1. Call to order; Introductions; Establish Quorum – Christie White 8:32 AM**

Directors present (6): Christie White, Wilda Shock, Lynne Butcher, David Claffey, Alan Flora, Larry Galupe. A quorum was not present.

Directors excused: Priya Dias, Susan Parker, Maryann Schmid.

Directors absent: Jaime Campanero, Jitu Ishwar, Vikesh Parmar.

Guests: Marie Schrader, Coleen Lee, Jessica Pyska, Barbi Whitbeck,

Victor Fernandez, Robert Boccabella, Laura McAndrews Sammel, Cheryl Smith.

Contractors present: Brian Fisher, Karen Pavone.

**2. Receive and file minutes of LCTID regular meeting of May 4, 2022 – Wilda Shock**

Minutes were accepted by consensus.

**3. Financial Reports – Lynne Butcher**

Budget vs Actuals, January-May 2022 report distributed; bank balance is \$220,000.

**4. Executive Director/Communications – Brian Fisher – See slide presentation for details.**

**UPDATES:**

• **Social Media and Public Relations**

Presentation by Karen Pavone; report will be distributed.

Contract with Megan Andrus has expired; MediumGiant will manage public relations creating influencer workflow from discovery to vetting to collaboration to campaign measurement using Meltwater and klear platforms.

David Wakefield will provide blog posts as needed.

• **Website Analytics**

Report will be distributed.

• **BookDirect**

Booking engine went live on May 31, 2022; demonstration provided. Categories: hotels, motels, BnBs, vacation rentals, campgrounds.

• **Stakeholder Newsletter**

Added 610 emails from travel and adventure consumer show.

• **Lake County Visitor Map - Distribution**

Copies available from the Lake County Chamber of Commerce/Visitor Center; 5,000 copies for local distribution, balance of 65,000 available outside county. May need to reprint; a digital version will be created.

- **Annual Report - Presentations**  
Presentations made week of May 16 to Lake County Board of Supervisors, Lakeport City Council and Clearlake City Council with *May is Tourism Month* proclamations received from all three. Report is final.
- **District Renewal – Steering Committee**  
Steering Committee of Lynne Butcher, Priya Dias and Brian Fisher will meet with Civitas representative to outline campaign and timeline. Meeting with County staff and Treasurer/Tax Collector regarding procedures to obtain lodging property information. Alan Flora will contact HdL for specifics regarding TOT and TID collections for the cities.
- **SF/Bay Area Travel & Adventure Show, May 21-22 - Recap**  
Participation with the other **North of Ordinary** counties – Del Norte, Humboldt, Mendocino – in one booth was deemed a great success; the show has been booked for next year with a double booth for a larger presence. For the 2022 show, Mendocino County paid one-half of the booth fee and NOO paid the balance.
- **Yuba City Conversion Metrics Test**  
Successful to date; will continue promotion in area.
- **Lake Leadership Forum, June 7**  
Event was postponed from May 10 due to weather; will occur at the Mercantile by Shannon Family of Wines with speakers and panel coordinated by VLCC, Lake EDC and Lake County Chamber of Commerce.

**5. Public Comment/Member Comments/Announcements**

Marie Schrader, Lakeport Main Street Association, announced the City of Lakeport fireworks display will occur on July 4.

**6. Adjournment**

Meeting adjourned by Chair Christie White at 9:08 a.m.  
Minutes prepared by Wilda Shock, Secretary.

**NEXT MEETINGS: Monthly on first Wednesdays, 8:30 a.m.**

**Agenda items due one week in advance: [info@discoveryourlake.com](mailto:info@discoveryourlake.com)**

**06/01/2022**