



LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)
DBA Visit Lake County California www.lakecounty.com

Wednesday, June 7, 2023

Robinson Rancheria Resort & Casino – Conference Center
1545 Highway 20, Nice, California

Additional Location: 6900 Airport Blvd., Sacramento CA 95837

In Person and Zoom

MEETING MINUTES

1. Call to order; Introductions; Establish Quorum – Christie White **12:07 PM**

Directors present (quorum): Christie White, Lynne Butcher, Wilda Shock, David Claffey, Priya Dias, Alfredo Jaramillo, Larry Galupe (online).

Directors absent: Susan Parker, Alan Flora, Jitu Ishwar, Vikesh Parmar.

Contractors present: Brian Fisher, Karen Pavone (online).

Guests present in person: Robert Boccabella, Laura McAndrews Sammel, Nancy Hudson, Coleen Lee, Michele Carson, Cheryl and George Smith, Ben Rickelman, Jeff Pletcher.

Guests present online: Brandon Disney, Bethany Moss, Victor Fernandez, Jacie Casteel.

Michele Carson, International CTA of the Year Award

Laura McAndrews, CEO of the Lake County Chamber of Commerce, described the award and recognition it affords Lake County, introducing Michele Carson as the individual recipient; the LCCC administers the Certified Tourism Ambassador program for Lake County and the LCTID is a contributing sponsor.

Ben Rickelman, Deputy CAO, Economic Development

Deputy County Administrative Officer, County of Lake, began employment in mid-April and will concentrate on economic development projects countywide.

2. Financial Reports – Lynne Butcher

Budget Adjustments: North of Ordinary - \$11,000; Lake County CTA - \$5,000

Expenditures included in revised budget for 2023. Balance in WestAmerica account is \$59K. Revenue is at 75% of amount budgeted for the year, with payments expected in July. The allocation from the County of Lake for FY 23-24 is anticipated to be \$112,500, an increase from the current amount of \$78K. Taxes for 2023 have been filed. Advertising in the new Lake County Visitors Map covered the expenses of the publication.

Report and Recommendations – Ad Hoc Audit Committee

Directors White and Flora reviewed and reconciled with approval the financial records for two years.

Debit Card Discussion

Underway with WestAmerica Bank.

3. Approval of LCTID Meeting Minutes for April 5, 2023 – Wilda Shock

Motion by Director Claffey, second by Director Butcher, to approve minutes from the April 5, 2023, meeting; approved 7-0.

4. Executive Director – Brian Fisher

UPDATES:

• **Social Media – Karen Pavone**

Report will be distributed. Please send content suggestions for social media by tagging @visitlakecountyca.

- **See slide deck for reports:** Google Analytics 4 (GA4); April 2023 and May 2023 Newsletter; Lodging searches through BookDirect widget, moving from monthly to quarterly reports, adding Konocti Harbor Resort and Huttopia; photos from CalTravel Tourism Advocacy Day meetings with Senator Bill Dodd and Assemblymember Cecilia Aguiar-Curry.
- **MediumGiant: Contract and Media Budget, July-December 2023** – see slide for current services. Discussion about reducing media budget by one-half, reducing service hours per month, putting website upgrade on hold, front-load media expenditures starting in July and reduce costs in November and December; cut back on time spent on newsletter. Motion by Director Claffey, second by Director Jaramillo to approve adjustment to MediumGiant contract to \$67,499 through 12/31/2023. Approved 6-0 (White, Butcher, Claffey, Dias, Jaramillo, Shock).
- **2023 Visitor Map**
Deliveries of 12,000 copies underway to properties; 13,000 in storage with LCCC for distribution in Lake County; 45,000 copies to Certified Folder Display, 70,000 printed featuring 12 core attractions.
- **Lake County Visitor Guide/Lake County Chamber of Commerce Directory**
Partnership with Chamber Marketing Partners, Inc., for an 84-page magazine, \$80K in advertising revenue projected, with \$76K in expenses; \$12,500 in ad sales commissions; will need funding from the three jurisdictions and business community; the Executive Director will make the local contacts. Anticipated timeline is printing in November with distribution to begin in January 2024. Discussion held by directors about the need to measure the impact of the publication outside Lake County with an effective distribution plan. By consensus, the Board requested documentation of hours spent on leveraging contacts and advertisers. Lake County resources will be utilized for copy and photography, with staff support from the LCCC.
- **Visit California – Regional Tourism Strategic Plan/North of Ordinary**
See slides; two-year program funded with \$5M from the state, town halls will be held in each region to gather input and develop plans to address what makes a destination ready for sustainable travel and tourism. Lake County is in the North Coast region along with our partners in North of Ordinary – Del Norte, Humboldt and Mendocino counties.
- **LCTID Annual Report**
Statistics for 2022 are favorable; report and presentations to jurisdictions to be scheduled.

5. Public Comment/Member Comments/Announcements

Robert Boccabella inquired about the use of the camera on Mount Konocti to promote Lake County's weather/clean air to Bay Area television audiences. Ben Rickelman offered to look into the status and capabilities of the equipment.

CTA members assured the Board they can help with requests for tour guides in the county.

6. Next Meeting

The next Board meeting will be held on Wednesday, August 2, at Noon, with the location to be confirmed.

7. Adjournment

Meeting adjourned by Chair Christie White at 1:45 p.m.

Meeting minutes prepared by Secretary Wilda Shock.

06/09/2023