

LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)
dba Visit Lake County California
Board of Directors Meeting
Tuesday, January 7, 2020
Clearlake City Hall, 14050 Olympic Drive, Clearlake, CA 95422

MINUTES

1. Call to Order

Meeting called to order at 1:05 p.m. by Maryann Schmid, Vice Chair.

2. Roll Call

Board Members present: Lynne Butcher, Brian Fisher, Alan Flora,
Maryann Schmid, Michelle Scully, Wilda Shock
Public: Helena Welsh, Robert Boccabella

3. Public Comment

Helena Welsh announced the Barrel and Vertical Tasting of the Lake County Winery Association on February 29 with 15 participating wineries. Robert Boccabella announced the Certified Tourism Ambassador kickoff rally for 2020 will be at Fore Family Vineyards tasting room in Kelseyville on January 14. Multiple training sessions are being planned in 2020.

4. Approve Minutes

Larry Galupe, Chair, arrived at 1:06 p.m. and chaired the remainder of the meeting. Minutes of the December 17, 2019, LCTID Board meeting: motion for approval by Wilda, second by Michelle, approved 7-0.

5. Old Business

a. Financial Report

Brian presented the Balance Sheet as of December 31, 2019, and the Profit & Loss statement for January-December 2019, attached to these minutes.
The new Lake County destination marketing trademark was filed on January 2, 2020, with the U.S. Patent and Trademark Office.

b. North Coast Tourism Council Update

An all-day meeting of the NCTC Board will be held on January 29, 2020, at the Ukiah office of Visit Mendocino. LCTID Board members are encouraged to attend.

c. Partnership Updates

Information to come at the January 21, 2020, LCTID Board meeting.

6. New Business

a. Communications Committee Update

Team Capabilities/Resources 2020: presentations followed by questions and answers via conference phone from Brandhound – Dave Kendrick and Roger Coryell, and Cubic – Amber Row and Libby Bender; follow-up to written proposals to develop the new website for the LCTID.

b. Vote on website contract

After discussion, motion by Brian, second by Alan, to hire Cubic to build the new website for the Lake County Tourism Improvement District; approved 7-0.

c. Presentations to three jurisdictions – Progress Report for first year of the LCTID.

Fact sheet and short power point will be provided to each body.

Tuesday, January 28 – Lake County Board of Supervisors

Tuesday, February 4 – Lakeport City Council

Thursday, February 20 – Clearlake City Council

7. Closed Session

Conference with legal counsel – anticipated litigation: pursuant to Government Code Section 54956.9, one potential case.

No reportable action from close session.

8. Next Meeting Date

The next LCTID Board meeting will be on Tuesday, January 21, 2020, at either Robinson Rancheria Resort & Casino or the office of Robert Boccabella, Business Design Services, 195 S. Main Street, Lakeport.

9. Adjournment

Meeting was adjourned at 2:47 p.m. by Larry Galupe, Chair.

Minutes by Wilda Shock

Secretary Pro Tempore