



## LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)

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

Wednesday, May 4, 2022 – 8:30-9:30 AM

Zoom Meeting

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

Meeting ID: 862 2902 1071

### MINUTES

- 1. Call to order; Introductions; Establish Quorum – Christie White 8:31 AM**  
Directors present (4): Christie White, Wilda Shock, Lynne Butcher, Alan Flora;  
Joining late: David Claffey, Priya Dias, Larry Galupe, Susan Parker for quorum.  
Directors absent: Jaime Capanero, Jitu Ishwar, Vikesh Parmar.  
Guests: Patrick Sullivan, Nancy Hudson, Marie Schrader, Coleen Lee, Jessica Pyska, Victor Fernandez, Robert Boccabella, Laura McAndrews Sammel, Cheryl Smith, Paul Flores.  
Contractors present: Brian Fisher, Karen Pavone.
- 2. Financial Reports – Lynne Butcher**  
Budget vs Actuals, January-April 2022 report sent to the Directors: more revenue received than budgeted, less expenses incurred than budgeted; Twin Pine Casino & Hotel paid \$25,000 for share of billboard space in San Francisco and Sacramento; advertising revenue covered the expense of printing the new Lake County Visitors Map. Bank balance is \$297,159.
- 3. Executive Director/Communications – Brian Fisher – See slide presentation for details.**  
**UPDATES:**
  - **Social Media and Public Relations**  
Presentation by Karen Pavone; report will be distributed.
  - **Website Analytics**  
Report will be distributed.
  - **BookDirect**  
Three widgets in test stage; anticipate release in 30 days.
  - **Lake County Visitor Map**  
Being printed today.
  - **STR Ordinance**  
Patrick Sullivan, Tax Administrator for the County, provided a status report on voluntary collection and revisions to the County ordinance: work on agreement with AirBnB and VRBO continues, County staff directed to do another sweep of lodging facilities with Host Compliance to identify non-compliant and return to the Board of Supervisors, expects action before the end of the year.
  - **Annual Report**  
Preparation of report underway with presentations scheduled:  
May 17 Lake County Board of Supervisors, 11:00 a.m.  
May 17 Lakeport City Council, 6:00 p.m.  
May 19 Clearlake City Council, 6:00 p.m.

- **District Renewal Process**  
Kickoff meeting with Civitas staff on May 5, 2:00 p.m.
- **Community Meetings**  
May 6            Lake County Cannabis Alliance  
May 10          Lake Leadership Forum
- **SF/Bay Area Travel & Adventure Show, May 21-22**  
Participation with North of Ordinary counties – Del Norte, Humboldt, Mendocino
- **Q3/4 Media Recommendation: July-December 2022**  
Audience Intelligence Study 2022 by Medium Giant (advertising agency, formerly Belo+Company): recommending pause on billboard campaign during this period; optimize media targeting to reflect emerging audience (Digerati Small Town Dwellers) and test conversion metrics in Mendocino, Yuba City and Willits along with prioritizing larger markets of Santa Rosa, Sacramento and San Francisco. See FY22 Flow Chart, FY22 Q3-4 Media Channel Distribution, Expenditures by Platform for total of \$200,000.02, mostly digital, with monthly billing by ad agency, for general branding; adding email captures on website home page. David Claffey suggests looking at targeted conversion rates for Q1 in 2023 via the agency.  
**M/S/C** Motion by Lynne Butcher, second by Susan Parker to approve the FY 22 Q3-4 media plan budget; motion approved, 8-0.

**4. Receive and file minutes of LCTID regular meeting of April 6, 2022 – Wilda Shock**  
**M/S/C** Motion by Alan Flora, second by David Claffey to accept the minutes; motion approved, 8-0.

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

Jessica Pyska noted year one of the Bike Monkey mountain bike race at Boggs Mountain Demonstration Forest this Saturday, May 7, with mass start at 8:00 a.m.

<https://www.boggs.rocks>

Marie Schrader, Lakeport Main Street Association, noted the success of the citywide yard sale event held on April 30 and the upcoming Memorial Day parade on May 28.

[www.lakeportmainstreet.com](http://www.lakeportmainstreet.com)

**6. Format/Location for Future Board Meetings**

Agreement by consensus of Board to continue with monthly meetings via Zoom.

**7. Adjournment**

Meeting adjourned by Chair Christie White at 9:27 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)**

**05/04/2022**