



LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)

DBA Visit Lake County California www.lakecounty.com

Wednesday, July 6, 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 8:31 AM**
Directors present (4): Christie White, Maryann Schmid, Lynne Butcher, Wilda Shock.
A quorum was not present.
Directors excused: Susan Parker.
Directors absent: Jaime Campanero, David Claffey, Priya Dias, Alan Flora, Larry Galupe, Jitu Ishwar, Vikesh Parmar.
Guests: Coleen Lee, Robert Boccabella, Barbi Whitbeck, Cheryl Smith, Carolyn Birelli, Laura McAndrews Sammel, Barbara Clark.
Contractors present: Brian Fisher, Karen Pavone.
- 2. Receive and file minutes of LCTID regular meeting of June 1, 2022 – Wilda Shock**
Meeting notes were accepted for posting on the website.
- 3. Financial Reports – Lynne Butcher**
Budget vs. Actuals, January-June 2022, were provided to the Board; losses to date are \$17K more than projected with revenue down slightly from 2021; no payments received from County of Lake and City of Lakeport for recent quarter; on track for 2022 as budgeted. Bank balance is \$162,000.
- 4. Executive Director/Communications – Brian Fisher**
UPDATES:

 - **Social Media and Public Relations: Fam Tour; Visit CA SF Media Reception**
Social media presentation by Karen Pavone; report will be distributed.
Public Relations: 7x7 fam tour in June; Visit CA accepted bid from Lake County presented by Trudy Wakefield who will attend the media event in September at the Golden Gate Club at the Presidio in San Francisco. Payment of \$1,400 to connect with high-level media contacts. Brian meeting with agency regarding cultivating influencers in new campaign.
 - **Website Analytics**
Report will be distributed. Note the high numbers in organic search with Los Angeles being the highest area searching the site.
 - **Book Direct Referrals**
Started on June 1; will receive quarterly reports.
 - **District Renewal**
Difficulty in obtaining data from the County regarding properties in the unincorporated area; meeting with Civitas to discuss process.

- **Lake Leadership Forum, June 7 – Recap**
Good venue, engaged participation from attendees (50+). Co-presented by VLCC with Lake County Economic Development Corporation and Lake County Chamber of Commerce. Looking forward to future forums for networking opportunities.
- **Konocti Vista Casino Resort Contract**
Brian and Lynne met with Jonathan Lopez, Marketing Assistant, to outline partnership opportunities. Discussions will continue with Big Valley Rancheria.

5. Public Comment/Member Comments/Announcements

Information shared about lodging properties.

Everyone encouraged to provide information about events via the website and social media, www.lakecounty.com and @visitlakecountyca.

6. Adjournment

Meeting adjourned by Chair Christie White at 9:13 a.m.

Meeting notes prepared by Wilda Shock, Secretary.

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

Agenda items due one week in advance: info@discoveryourlake.com

07/06/2022