

LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)
dba Visit Lake County California
Board of Directors Meeting
Wednesday, October 9, 2019
Robinson Rancheria Resort & Casino, Upper Lake, CA

MINUTES

1. Call to Order

Meeting called to order at 1:11 p.m. by Larry Galupe, Chair.

2. Roll Call

Board Members present: Lynne Butcher, Brian Fisher, Alan Flora, Larry Galupe, Maryann Schmid, Michelle Scully, Wilda Shock, Havi Wijegunawardane.

Board Member(s) absent: Jitu Ishwar.

Public: Jessica Pyska, Helena Welsh, Barbi Whitbeck.

3. Public Comment

Jessica Pyska, chair of the Cobb Area Council's Economic Development Committee, announced a \$200,000 grant by the Federal Home Loan Bank of San Francisco to the CAC. The grant will help draft and implement an economic development strategy to revitalize the Cobb Mountain community; the CAC will use the funds for mini-grants and micro-loans, among other projects.

4. Approve Minutes

Minutes of the September 24, 2019, LCTID Board meeting: motion for approval by Wilda, second by Maryann, approved 8-0.

5. Old Business

- a. **Harbin Hot Springs:** Alan reported his communication with Robert Riggs, the HHS attorney, who stated he "is open to some form of negotiation" regarding the TID assessment and will proceed with discussion at the County of Lake level. He maintains HHS received no notice of the TID formation process; Michelle confirmed HHS was not registered as a lodging facility at that time due to their closure resulting from the Valley Fire in 2015, and were not collecting TOT due to a religious exemption.

After discussion, Board members agreed by consensus that the TID should respond to the HHS attorney. Larry and Maryann will send a letter to Anita Grant, County Counsel, and request a copy of the documents sent to the County by the HHS law firm.

- b. **Lake Leadership Summit 2019** – Economic Development and Tourism – Update:
The event will be held Friday, November 15, 1:00-5:30 p.m., at New Paradigm College (Lucerne Hotel), the site of the Summit in 2014 and 2015. Michelle announced availability for 40 vendor spaces for community organizations and agencies at \$40 each. The Lake County Winery Association via Helena will provide wine and host the concluding reception, 4:00-5:00 p.m. Registration will be capped at 100. Jessica noted a popular feature at a recent economic development event in Sonoma County was photo head shots offered to a limited number of attendees. She will provide contact details to Michelle.

- c. **Partnership Updates**
Middletown Tribal Council – no information received.
Robinson Rancheria Tribal Council – Maryann reported information from E.J. Crandall, Chair, that they are considering a 1.5% contribution to the TID.

- d. **Destinations Magazine** – added to agenda for follow-up discussion. Motion by Brian, second by Lynne, for the TID to not support purchasing copies of the 2020 edition, citing limited available funds and lack of storage, and to request information from the Lake County Chamber of Commerce regarding distribution of the 2019 and 2020 publication for future review – approved 8-0. A letter explaining the TID decision and request for data will be sent to Melissa Fulton, CEO.

- e. **Sacramento International Sportsmen’s Expo** – added to agenda for follow-up discussion. Motion by Alan, second by Wilda, to decline the invitation from the Lake County Chamber of Commerce to financially participate in the January 2020 show at Cal Expo – approved 8-0. Board members were encouraged by Wilda to volunteer for staffing the consumer show and become familiar with its audience.

6. New Business

Communication Committee: North Coast Tourism Council

General discussion about the NCTC focus and its relevance and value for Lake County. Alan suggested fostering a direct relationship with Visit California. Larry and Michelle will talk with the Humboldt County representative on the NCTC board.

7. Finance Report

Brian reported delays with WestAmerica Bank in transferring signature authority; the balance in the account prior to making approved payments is \$67,000.

8. Action Items for Future Board Meeting Agendas

- a. Decide NCTC relationship
- b. Receive mobility study information.
- c. Make assignments for the LCTID annual report.
- d. Establish committee to verify stakeholder contact information.

9. Set Board Meeting Dates

November 5, 2019 – Kelseyville

December 3, 2019 – Upper Lake

10. Adjournment

Meeting adjourned at 2:27 p.m. by Chair Galupe.

Minutes by Wilda Shock

Secretary Pro Tempore