

LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)

Board of Directors Meeting Minutes.

Tuesday, April 09, 2019, 1.30 PM

255 Park Street, Lakeport

1. Call to Order -

Meeting was called to order by Chair of Board Larry Galupe at 1:34 PM.

2. Members Present - Larry Galupe, Wilda Shock, Havi Wijegunawardane, Alan Flora, Michelle Scully, Jitu Ishwar, Lynne Butcher, Maryann Schmid, Brian Fisher.

Guests Present - Joe Casteel, Jacie Casteel, Lisa Wilson, Russ Hamel, Mike Cann, Andy Lucas.

3. CTA Presentation by Lisa Wilson and Jacie Casteel -

Certified Tourism Ambassador program is administered by a volunteer group with financial support from the County of Lake. They propose the CTA be absorbed by VLCC.

4. Wine Country Media presentation by Michael Cann -

The company has collection of digital channels with 3 information websites and one commerce website with a heavy digital presence.

5. Konocti Harbor Resort presentation by Russell Hamel -

Goal is to be a resort – alternative to Tahoe.

Expects to promote events, e.g Bass Masters, BBQ Pit Masters, trade shows and corporate conferences.

A soft opening is planned for later this year.

6. Approval of Minutes –

Brian moved to approve with corrections made by Wilda, Jitu seconded, motion passed with all in favor.

7. Public Comment – no comments.

8. Old Business

a. Director Insurance – Maryann is in the process of getting quotes.

d. VLCC Bank Account - Bank account opened at Westamerica Bank.

9. New Business

a. Sign contract with the City of Lakeport - Contract to be approved by the Lakeport City Council on Tuesday, April 16.

- b. Set up date and schedule for Stakeholder Forum – Stakeholder Forum to be held on Tuesday, May 7 from 5 PM to 7 PM at The Lodge at Blue Lakes. Brian will create a press release, an invitation and a survey/questionnaire.
- c. Communications Committee update – Michelle will create a budget and give a proposal to the County of Lake, to give 3/9% of TOT revenue to TID. TID will bill the County quarterly. Received four (4) responses to the RFP – Committee have phone interviews with all four candidates and two (2) will present to the Board on April 23.
- d. Create a list of requirements for funding requests – Board agreed to revisit the topic after the Stakeholder Forum.

9. Action Items -

RFP presentations

Discussion on adding CTA and having contracts with third party vendors

Database creation update

Communications Committee update

10. Set next meeting dates -

Next meeting to be held on April 23, at 1:30 PM at Lakeport City Hall and following meeting on May 7, at The Lodge at Blue Lakes, 2:00 PM.

11. Member Comments/Announcements – None.

12. Adjournment – Meeting adjourned at 3:50 PM.