

LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)

***DBA Visit Lake County California***

Board of Directors Meeting

Tuesday, March 17, 2020

A regular meeting of Lake County Tourism Improvement District Board of Directors convened on Tuesday, March 17, 2020. The meeting was conducted telephonically.

***Call to Order*** The meeting was called to order at 1:01 p.m. by Vice Chair Maryann Schmid.

***Members Present*** Larry Galupe, Chair (at 1:05pm)) Maryann Schmid, Vice Chair  
Brian Fisher, Treasurer Wilda Shock, Secretary  
Lynne Butcher Alan Flora (absent 1:57-2:35pm)  
Michelle Scully

***Members Absent*** Jitu Ishwar

***Guests Present*** Robert Boccabella, James Butler, Priya Dias, Helena Welsh, Barbi Whitlock, Lisa Wilson

***Approval of Minutes*** **M/S/C (Scully/Fisher)** To approve the minutes of the regular meeting of the LCTID Board of Directors held on March 3, 2020. Passed, 7-0.

***Financial Report*** Treasurer Brian Fisher reported a balance of \$207,585 in the Westamerica Bank account with anticipated expenses of \$40,760.

***Presentations and Public Comment*** None

## REPORTS

### ***Communications Committee***

Presentation by Amber Row and Nikki Schack of Cubic Creative on the Spring/Summer Campaign Media Proposal. They are assessing daily the appropriate timing to launch the campaign, keeping in mind goals, success metrics, target audiences, media channels, and budget allocations (media, \$85,000 or 70%; agency services, \$37,500 or 30%; production assets, \$2,500, for a total of \$125,000). The media mix is based on the results of the mobility data. Next steps will include feedback on the proposal and media allocations and execution of contracts, adjusting the allocations as needed prior to campaign start. The timing of the campaign will be determined with the need to be flexible under the current circumstances of the COVID-19 orders.

**M/S/C (Fisher/Butcher)** The Spring/Summer media campaign launch will be determined in the future. Passed, 6-0 (Flora absent).

## ***Partnerships – New Board Members***

**M/S/C (Shock/Scully)** Nomination of Priya Dias to the LCTID Board. Passed, 6-0 (Flora absent).

## ***LCTID Annual Report***

Report will be prepared and presented by the Communications Committee and Alan Flora. Occupancy information needs to be gathered; Priya Dias offered to contact STR for tracking.

## ***Member Comments/Announcements***

Michelle Scully reported on a conference call today with Sen. Mike McGuire, Assemblymember Jim Wood, Caroline Beteta of Visit California, and representatives from CalTravel and GO-Biz discussing the impact of COVID-19 on the tourism and hospitality industry. Visit CA is looking at restructuring its funding allocations with an increased amount for domestic/instate marketing (currently at 15% of its budget), with an emphasis on outdoor recreational opportunities. It is expected that the month of May will be "soft," with travel picking up in June.

Board members noted closures and anticipated changes in operations at their businesses with regard to current and pending COVID-19 orders.

Board members offered to make industry contacts for potential new LCTID directors.

## **NEXT MEETING**

The next meeting of the LCTID Board will be held telephonically on Tuesday, March 31, 2020, at 1:00 p.m. An information presentation by HdL Companies regarding TOT and TID collection and administration will be arranged by Alan Flora.

## **ADJOURNMENT**

The meeting of the LCTID Board of Directors was adjourned at 2:47 p.m. by Chair Galupe.

Submitted by Wilda Shock, Secretary