

LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)
Board of Directors Meeting
Tuesday, July 30, 2019
Hidden Valley Lake Golf Course, Greenview Restaurant

1. Call to Order

Meeting called to order at 1:32 pm by Chair of Board Larry Galupe.

2. Roll Call

Brian Fisher	Present	Wilda Shock	Present
Alan Flora	Present	Larry Galupe	Present
Lynne Butcher	Present	Havi Wijegunwardane	Present
Michelle Scully	Present	Maryanne Schmid	Absent
Jitu Ishwar	Present (By Phone)		

Public: Jim Freeman, Hidden Valley Lake Golf; Melissa Fulton, Lake County Chamber of Commerce; Randy Murphy, Hidden Valley Lake Association; Joe Casteel; Olga Martin Steele; Lisa Kaplan, Middletown Art Center.

3. Public Comment

a. Lake County Chamber of Commerce Presentation – Melissa Fulton presented on the background and the future of the CTA program. Lake County Chamber wants to contract with the CTA program and is requesting funding for \$4000 per year from the TID at quarterly increments. The Chamber will solicit additional sponsors.

4. Approval of Minutes for July 16, 2019

Alan proposed that the Emergency Meeting to be corrected as Emergency Item.
m/s/c – (Brian/Wilda) Approved as corrected, 7-0.

5. Old Business

- a. Credit card application – Application is with Jitu. Item moved to next meeting.

6. New Business

- a. Communications Committee update –

Michelle is waiting to hear back from the North Coast Tourism Council. May have a future presentation to the Board.

Cubic Creative's Immersion update- Amber and Libby updated the Board on their findings and the potential marketing avenues available to create a varied experience for each visitor with Clear Lake being a central attraction.

- b. Selection of Cubic Creative project – Will be selected during an upcoming meeting.

- c. Partner Contracts update – Larry signed contract with City of Clearlake.

City of Lakeport is still deciding on an amount. Middletown Tribal Council will be discussing as an agenda item.

- d. Approve of bookkeeper hiring – Klein Bookkeeping & Tax Service contract at \$175 per month. m/s/c (Michelle/Havi) approved, 7-0.

- e. Discussion on enforcement of TID collections – Alan will have the City Attorney for Clearlake draft a letter to be sent out to the lodging owners regarding the enforcement and collection of the assessment. Discussion to continue at the next meeting.

7. Action Items

Discuss about DogTrekker.

Discuss about an economic development summit.

8. Set next meeting date

August 13, 1:30 pm at Lake County Winegrape Commission, Kelseyville, CA.

August 27, 1:30 pm at The Tallman Hotel, Upper Lake, CA

9. Member Comments/Announcements

No comments.

10. Adjournment

Meeting adjourned at 3:30 pm by Chair of Board Larry Galupe.

Havi Wijegunawardane,

Secretary