

**LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)
SPECIAL MEETING
Monday September 16 2019
Clearlake City Hall
14050 Olympic Dr
Clearlake, CA**

1. Call to Order

Meeting called to order at 11:00 am by Vice Chair of Board Maryann Schmid.

2. Roll Call

Alan Flora	Present	Brian Fisher	Present
Havi Wijegunawardane(11:15am)	Present	Michelle Scully	Present
Wilda Shock	Present	Maryann Schmid	Present
Lynne Butcher	Present	Larry Galupe (mobile)	Present
Jitu Ishwar	Absent		

Public: Olga Martin Steele, Jessica Pyska, Paul Marchand.

3. Presentation by Cubic Creative by Libby Bender and Amber Row

They have gathered information from the cellphone and traffic data collected and have divided the target audience into five (5) segments:

- * Luxury Families - Tech savvy, live in large cities, upward mobile.
- * Luxury Empty nesters – Baby Boomers.
- * Salt of the Earth Families - Young, outdoor enthusiast, bargain hunters.
- * Salt of the Earth Empty nesters - Outdoor lovers, middle class.
- * Salt of the Earth DINKs (Dual Income No Kids) – Outdoor lovers, young,

They requested the zip codes of the visitors from the past 12 months to use as an additional data layer.

Media strategy – 100% digital media divided into seven (7) sub-categories for target measuring:

- *Online display - Behavioral targeting , Geo fencing

- * Video pre-roll - YouTube adds
- * Native influencer marketing
- * Social event marketing
- * Search engine optimization marketing
- * TV - Streaming TV methods as Roku or SlingTV
- * Audio – Streaming radio such as Pandora, iHeartradio

Competitors- Mendocino, Napa, Napa- Lake Berryessa, Sonoma, Tahoe regions are identified as competitors that will have similar market segments.

Campaign Concepts – Two options were presented to the Board.

Option 1: Storytelling – Tells the story of the county from the perspective of the locals and visitors. Tagline *“A Golden state of being.”*

Option 2: Clearly Different – Highlights the uniqueness of the county and its inhabitants.

Tagline *“We put the Country in Wine Country.”*

Brian moved to approve Option 2 as the marketing campaign for VLCC.

m/s/c (Brian/Michelle), Approved Option 2, 8-0.

4. Public Comment

Paul Marchand suggested that the marketing campaign should highlight the upscale locations in the county to entice the luxury market.

Olga Martin Steele suggested a press releases to inform and generate interest in the public.

Roll out of brand identity campaign in October9, 3:00-5:00 pm, at Soper Reese Theatre, Lakeport. Brian will work with Cubic on the invitation to stakeholders, immersion tour participants, media, influencers and the public. Provide him with names for the invitations.

5. Approval of Minutes for September 10, 2019

m/s/c (Alan/Brian) Approved as presented, 7-0.

6. Member Comments/Announcements

Next meeting will be held on Tuesday, September 24, 1:00 pm at Twin Pine Casino and Hotel, Middletown.

7. Adjournment

Meeting adjourned at 12:25 pm by Vice Chair of Board Maryann Schmid.

Havi Wijegunawardane
Secretary of the Board