

**LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)**  
***DBA Visit Lake County California***  
**Board of Directors Meeting**  
**Tuesday, February 18, 2020**  
**Robinson Rancheria Resort & Casino, Upper Lake.**

**1. Call to Order**

Meeting called to order at 1:02 pm by Chair of Board Larry Galupe.

**2. Roll Call**

Michelle Scully	Present	Maryann Schmid	Present
Havi Wijegunawardane	Present	Brian Fisher	Present
Alan Flora	Present	Lynne Butcher	Present
Wilda Shock	Present	Larry Galupe	Present
Jitu Ishwar	Absent		

Public: Debra Sommerfield, Michael Cann, Helena Walsh.

**3. Public Comment**

Debra Sommerfield representing the Lake County Winegrape Commission presented on their experience at the San Diego Bay Wine & Food Festival in November. A week long event with the grand pouring event on Saturday attended by about 11,000 attendees. Presented a proposal to host a booth in 2020 with the participation of VLCC along with other organizations.

The Board to discuss further regarding participation.

Michael Cann representing Wine County Media presented on their program to promote Lake County. "Differentiating hospitality is a key factor that'll help the county." A guide to Lake County will be published on Napavalley.com on March 31. It will be an introduction piece about the County. Five (5) Lake County wineries have joined with tasting promotions.

Lake County will have an anchor presence on winecountry.com and will build a branded content hub on napavalley.com. Next step would be to publish on Sonomacounty.com. Sonoma County airport should be a potential partner.

#### **4. Approval of Minutes**

Minutes approved as presented, m/s/c (Wilda/Lynne), 8-0.

#### **5. Old Business**

a. Partnership Updates – Press release highlighting the partnership with Robinson Rancheria Pomo Indians and VLCC is published. Alan commented that a caption identifying Board members on the photo was missing.

Have not received the first payment from Middletown Rancheria.

#### **6. New Business**

a. Communications Committee update – Brian and Michelle attended the Visit CA Outlook Forum. They have varying levels of partnership available and VLCC should consider engaging with them more.

Robinson Rancheria is yet to appoint a representative to the Board.

b. NCTC Update – Larry will attend next meeting in Crescent city.

c. LCTID Annual Report – Alan and Communications Committee will continue to work on the report. Presentation to Lakeport City Council is today and will present to the City Council of Clearlake on Thursday.

#### **7. Action Items**

Maryann will follow up with the Super 8 in Upper Lake regarding a seat on the Board.

#### **8. Set next meeting date**

March 3, 2020 – 1:00 pm at Konocti Harbor Resort, Kelseyville

March 17, 2020 – 1:00 pm at Twin Pine Casino & Hotel, Middletown

March 31, 2020 – location TBA

## **9. Member Comments/Announcements**

Alan suggested that VLCC should hire an external company to take over TID collections. Alan will facilitate a presentation with a third party company.

Havi had paid and re-registered the post office mail box at the Lakeport post office and gave the second key to Brian.

Havi announced that he will be leaving Skylark Shores Resort at the end of March and therefore will vacate his seat on the Board as per the Bylaws. His last meeting will be on March, 3.

## **10. Adjournment**

Meeting adjourned at 3:11 pm by Chair of Board Larry Galupe.

Havi Wijegunawardane  
Secretary of Board