

LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)

DBA Visit Lake County California

Board of Directors Meeting

Tuesday, June 9, 2020

A regular meeting of Lake County Tourism Improvement District Board of Directors convened on Tuesday, June 9, 2020. The meeting was conducted telephonically via Zoom.

Call to Order The meeting was called to order at 1:01 p.m. by Chair Larry Galupe. A quorum was present.

Members Present Larry Galupe, Chair; Brian Fisher, Treasurer; Wilda Shock, Secretary; Priya Dias, Alan Flora; Michelle Scully, Directors.

Members Absent Lynne Butcher, Jitu Ishwar, Vikesh Parmar, Maryann Schmid.

Guests Present Robert Boccabella, Michele Carson, Jacie Casteel, Pam Harpster, Coleen Lee, Cheryl Smith, Debra Sommerfield, Barbi Whitbeck, Lisa Wilson, Helena Welsh, Nicole Flora, Nancy Hudson, Mark Lipps, Tammy Lipps, Nicholas Walker, Dennis Krentz.

Proposal from HdL Companies – TOT and TID Collections

Director Flora provided an update and requested direction from the Board: The County of Lake has decided to move ahead with another company; the City of Clearlake is inclined toward working with HdL; the LCTID Board could contract for TOT and TID collections and HdL would remit funds to each jurisdiction and would audit lodgings in the identified package.

Director Scully provided background regarding the County of Lake's work with Host Compliance and identifying STRs, VRBOs, and other vacation rentals in the county jurisdiction. The LCTID could have HdL use the same software as Host Compliance and report over time to the County about progress. Director Flora indicated that the City of Clearlake is looking for a more comprehensive solution.

Nicholas Walker, Finance Director for the City of Lakeport, noted the recent identification of nine STRs in the city and that letters of compliance have been sent; the City is seeking more than an audit and is willing to assist the LCTID, asking how the process would work.

Director Flora was requested by consensus to seek more information from HdL Companies.

Approval of Minutes

M/S/C (Fisher/Dias) To approve the minutes of the regular meeting of the LCTID Board of Directors held on May 26, 2020, with a correction to the Financial Report. Approved, 6-0.

Financial Report

Treasurer Fisher reported current fund balance of \$218,129; funds available after anticipated expenditures will be \$92,324. Report attached.

M/S/C (Shock/Dias) To accept the Financial Report as presented. Approved, 6-0.

Partnerships - Projects

North Coast Tourism Council/North of Ordinary – Director Fisher provided a brief background and description of the evolution of the regional partnership with Visit California.

Update from Lake County Public Health Officer, Dr. Gary Pace

Business Reopening Protocols and Activities

Dr. Pace expressed his interest to Director Scully in addressing the LCTID Board about the impact of the business closures on tourism and lodging. He noted that the hospitality sectors of the economy can open following guidelines and self-certification. Questions were posed about specific types and sizes of events. Business reopenings will be done in phases.

Partnerships – Projects (continued)

Certified Tourism Ambassador (CTA) – Jacie Casteel noted that web-based training will be offered for new CTAs. She expressed appreciation for the partnership with LCTID and suggested another joint newsletter to respective stakeholders.

Lake EDC/Business Attraction & Retention Committee - Director Scully described BARC using the model of Visit Kelseyville to emphasize buying local with videos of businesses that have transitioned during the COVID-19 closures. Karen Pavone will be assisting with the project.

Wine Industry Collaboration – Helena Welsh reported that wineries will be reopening on June 12 for appointments by calling ahead; the Lake County Wineries Association newsletter will include links to lodgings. LCWA is starting a campaign with Hearst Media/San Francisco Chronicle for a trial period in northern California.

Debra Sommerfield reported that the ad campaign in industry publications for the Lake County Winegrape Commission will begin in late summer/early fall, promoting visiting Lake County and buying local wines.

Communications Committee

Director Fisher noted that work continues on the new website “behind the scenes” with Belo+Company, with completion expected by late June/early July. Decisions regarding the media campaign will be made by the LCTID Board when the website is ready. Hard assets are under development. He has connected Karen Pavone with Belo and together they will develop and deliver the message, when appropriate, that Lake County is open for visitors.

LCTID Annual Report

No report.

Public Comment

An email was read from Dennis Krentz regarding frustration with businesses not following guidelines during the closures and concerns about a lack of enforcement. Directors Fisher and Scully addressed the difficulties with enforcement, noting that the LCTID is not capable of taking action in this regard. Fisher emphasized that the marketplace and reviews of businesses regarding cleanliness and other issues will take care of some of these concerns.

Mark and Tammy Lipps introduced themselves and their new business in Lake County, The Ripe Choice Farm Stay and Catering (formerly Dancing Poly Farm & Food), 2550 Soda Bay Road, Lakeport.

Member Comments/Announcements

No Comments.

Adjournment

The meeting of the LCTID Board of Directors was adjourned at 2:39 p.m. by Chair Galupe.

Respectfully submitted by Wilda Shock, Secretary