

**LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)**  
**Board of Directors Meeting**  
**Tuesday, April 23, 2019**  
**Lakeport City Hall**  
**225 Park Street**  
**Lakeport, CA 95453**

**1. Call to Order**

Meeting called to order at 1:36 p.m. by Board Chair Larry Galupe.

**2. Roll Call Board of Directors**

Lynne Butcher	Present	Maryann Schmid	Present
Brian Fisher	Present	Michelle Scully	Present
Alan Flora	Present	Wilda Shock	Present
Larry Galupe	Present	Havi Wijegunawardane	Absent
Jitu Ishwar	Present (by phone)		
Guest: Kyle Lewis, Twin Pine Casino			

**3. Presentation by McCue** – Michelle McCue, CEO, and David Wells

**4. Public Comment** – No comments

**5. Approval of Meeting Minutes for April 9, 2019**

m/s/c (Flora/Schmid) Approved as presented, 8-0.

**6. Old Business – Directors & Officers Insurance**

Information presented by Maryann for an annual premium of \$889 through Pennbrook Insurance Services, Inc., San Francisco.

m/s/c (Fisher/Scully) Payment of annual premium approved, 8-0.

**7. New Business**

- a. Contract with City of Lakeport – approved by City Council on April 16, 2019.
- b. Discussion regarding Certified Tourism Ambassador program and contracts with third party vendors: Michelle provided background on the County contract with the Lake County Chamber of Commerce to manage the program; she offered to draft a letter from the TID Board to the LCCC Board with a proposal for the future, including a suggestion to seek corporate sponsorships.

**8. Presentation by Cubic** – Billy Kulkin, President and Managing Partner

**9. Discussion of presentations/proposals**

m/s/c (Scully/Flora) Approved for Brian to negotiate with cubic/Billy Kulkin and return to the next Board meeting with a recommended budget and timeline for the conceptual brand development, utilizing the Visit CA grant and TID funds, plus additional marketing activities, 7-0. McCue representatives will be advised of the LCTID Board decision to proceed with cubic, with the potential of future public relations work with their firm.

**10. New Business (con't)**

- c. Communications Committee – update: Maryann and Michelle met on April 18 with Sally Peterson of the Middletown Tribal Council; an agreement between the Tribal Council and the TID will be drafted and sent for approval via Resolution. Michelle will also send a letter regarding partnership with the TID.

The invitation to the Stakeholders' Forum on May 7 was sent by Brian via Constant Contact, with a 51% open rate and limited number of bounce-back addresses, most of which have been corrected and the invitation re-sent. It was determined to be more effective to capture names and email addresses from the attendees instead of doing a survey at this time. Brian suggested having a video of Billy Kulkin's presentation to play at the event. Michael Cann of Wine Country Media has been invited to the Forum to make a short presentation about his firm's services.

**11. Next Meeting Dates**

Tuesday, May 7, 2:00-4:00 p.m. - The Lodge at Blue Lakes  
Stakeholders' Forum, 5:00-7:00 p.m. – The Lodge at Blue Lakes  
Tuesday, May 21, 1:30 p.m. – Lakeport City Hall

**12. Adjournment**

Meeting adjourned at 4:45 p.m. by Chair Galupe.

By Wilda Shock, secretary pro tempore  
For Havi Wijegunawardane, Secretary