

LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)
DBA Visit Lake County California
Board of Directors Meeting
Tuesday, January 21, 2020
Tallman Hotel, Upper Lake, CA

1. Call to Order

Meeting called to order at 1:00 pm by Vice Chair of Board Maryann Schmid.

2. Roll Call

Lynne Butcher	Present	Alan Flora	Present
Wilda Shock	Present	Maryann Schmid	Present
Michelle Scully	Present	Havi Wijegunawardane	Present
Brian Fisher (1:07pm)	Present	Larry Galupe	Absent
Jitu Ishwar	Absent		

Public: James Butler, Helena Welsh, Melissa Fulton, EJ Crandall, Olga Martin-Steele.

3. Public Comment

Helena will represent Lake County wineries at the Unified Wine & Grape Symposium at Cal Expo in Sacramento, February 4-6. The Lake County Winegrape Commission will also participate.

Melissa informed that the 2020 Destinations Magazine will be available digitally in addition to print.

4. Approval of Minutes

Approved as presented m/s/c (Alan/Michelle), 6-0.

5. Old Business

- a. Partnership Updates – Middletown Rancheria of Pomo Indians of California agreed to provide \$20,000 to VLCC in four (4) installments of \$5,000 on the

condition of having two (2) seats on the Board. Maryann will talk with Sally Peterson, Vice Chairwoman of the tribal council, about the TID Bylaws and seats.

Michelle will draft a letter to be sent to Big Valley Rancheria and Habematolel Pomo of Upperlake. m/s/c (Alan/Wilda), 7-0.

6. New Business

a. Communications Committee Update – Cubic Creative provided a timeline for the creation of the website; a Spring launch is anticipated.

b. LCTID Progress Report – A presentation will be made to the County Board of Supervisors on January 28, 2020. Presentation slides will be sent to the Lake County Winery Association and the Lake County Chamber of Commerce.

Additional presentations: Lakeport City Council, February 4; Clearlake City Council, February 20.

7. Action Items - None

8. Set next meeting dates

February 4, 2020 1:00 pm - Business Design Services, Lakeport.

February 18, 2020 1:00 pm - Robinson Rancheria Casino & Hotel, Upper Lake.

9. Member Comments/Announcements

Lynne volunteered for one day at the International Sportsmen's Expo in the Lake County Booth. Her interactions were mostly with fishermen who were aware of Clea Lake. Konocti Vista Casino and the Lake County Chamber of Commerce share a booth and the cost.

Lake County Chamber will host the team bass fishing tournament on March 21-22, 2020.

E.J Crandall will appoint a member to sit on the TID Board to represent the Robinson Rancheria Tribal Council.

Alan; existing resort in Clearlake is looking to expand with house boats on

the Clear Lake.

10. Adjournment

Meeting adjourned at 2:19 pm by Vice Chair of Board Maryann Schmid.

Minutes By Havi Wijegunawardane
Secretary of Board.