



LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)

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Wednesday, August 3, 2022 – 8:30-9:30 AM

Zoom Meeting

<https://us02web.zoom.us/j/86229021071>

MEETING NOTES

1. Call to order; Introductions; Establish Quorum – Christie White 8:35 AM

Directors present (6): Christie White, Lynne Butcher, Wilda Shock, David Claffey, Alan Flores, Larry Galupe. A quorum was not present.

Directors excused: Priya Dias, Susan Parker.

Directors absent: Maryann Schmid, Jaime Campanero, Jitu Ishwar, Vikesh Parmar.

Guests: Patrick Sullivan, Marie Schrader, Jessica Pyska, Jenni Byers, Judd Wallenbrock.

Contractors present: Brian Fisher, Karen Pavone.

2. Receive and file minutes of LCTID regular meeting of July 6, 2022 – Wilda Shock

Meeting notes were accepted for posting on the website.

3. Financial Reports – Lynne Butcher

Budget vs. Actuals, January-July 2022, were provided to the Board; loss of \$171,000 over projections; all payments received for the quarter. Bank balance is \$143,000.

4. Executive Director/Communications – Brian Fisher

UPDATES:

Social Media and Public Relations

Social media report in detail to come from Karen Pavone.

Public Relations: waiting for 7x7 piece to publish with digital version in August; determining next steps with Medium Giant regarding “influencers” and their selection, budget is factor.

Website Analytics At A Glance

Number of users up in July; organic search outpaced paid search; page views recap; new Instagram highlight covers; new Home page events graphics.

Book Direct

Direct searches in July totaled 348; new widget not launched.

Management District Plan Renewal

Waiting for response from County; Plan proposes assessment rate to increase from 1 ½ % to 3%. Patrick Sullivan confirmed that County staff is reviewing the draft Plan with a query about including authorizing action for enforcement; he will contact Civitas in this regard. Sullivan will include ED Fisher and Director Flora in this discussion. Petition drive is currently scheduled for August 12-September 15 with help requested by the ED. Director Claffey queried whether the Board had voted to increase the assessment rate and if Board action is required and if the rate

needs to be approved by the city councils of Clearlake and Lakeport. The ED affirmed that the County represents the majority of the TOT and TID collections and takes the lead. Only other change in the draft Plan is the budget.

Discussion about measuring impact of the LCTID in a scalable way, with conversions being an important metric; Director Claffey suggested the need to build out before raising the assessment and infusing more funds into the District. Are there analytics to support the increase and demonstrate ability to execute marketing efficiently and effectively? The ED noted if no additional revenue is brought into the District, it can't achieve the next level of marketing the destination.

Director Flora suggested a need to hear from the industry on its perception of the work being accomplished by the District on behalf of the stakeholders. He recommended obtaining feedback from the County and being flexible in the assessment depending on response from the lodging community. ED Fisher noted the petition drive could be the "survey" along with talking with individuals. Director Claffey suggested the need for a more detailed, tactical plan for spending the additional revenue by describing what would be done to generate those funds. He offered to work with ED Fisher on what could be included. Chair White suggested trying for the 3% assessment and providing information about what the 1 ½ % rate has allowed the District to achieve. Director Flora offered to arrange a meeting with key stakeholders and include the ED. ED Fisher noted the monthly fee of \$5,700 being paid to Civitas for the District renewal plan.

County of Lake Contract – TOT Funds

Board of Supervisors approved allocation of \$78,000 for FY 2022-2023 with suggestions of increased diversity, increased exposure for specific areas, and an independent audit. Treasurer Butcher offered to contact the CPA firm handling tax returns for the TID. Director Flora noted that a more detailed financial report could be provided to the Board of Supervisors and staff without undertaking a full government audit which would also include a review of policy and procedures.

Marketing Campaign Highlights

Reviewed by ED Fisher and included in August report (see slide).

North of Ordinary

Twin Pine Casino hosted the regional representatives for their meeting last week; reviewing marketing plan for the next year with a total budget of \$88,000 which includes funds from Visit California; Lake County TID contribution is \$11,000.

5. Public Comment/Member Comments/Announcements

Jessica Pyska noted the attendance of Judd Wallenbrock, the new CEO for Boatique Winery. ED Fisher is meeting with him this week.

6. Adjournment

Meeting adjourned by Chair Christie White at 9:48 a.m.

Meeting notes prepared by Wilda Shock, Secretary.

NEXT MEETINGS: Monthly on first Wednesdays, 8:30 a.m., via Zoom.

Agenda items due one week in advance: info@discoveryourlake.com

08/06/2022