

LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)

Board of Directors Meeting

Tuesday, September 10 2019

Clearlake City Hall

14050 Olympic Dr

Clearlake, CA

1. Call to Order

Meeting Called to order at 1:23 pm by Secretary of Board Havi Wijegunawardane with a quorum present.

2. Roll Call

Lynne Butcher	Present	Alan Flora	Present
Michelle Scully	Present	Brian Fisher	Present
Havi Wijegunawardane	Present	Wilda Shock	Present
Larry Galupe (1:34)	Present	Jitu Ishwar	Absent
Maryann Schmid	Absent		

Public: Olga Martin Steele. Catherine Rose.

3. Public Comment

Invite Travelodge, Clearlake to the next regular meeting.

4. Approval of Minutes for August 27, 2019

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

5. Old Business

a. Harbin Hot Springs legal letter followup – The attorney for Harbin Hot Springs informed that they had filed for a legal challenge. They have an IRS exemption and a partial property tax exemption from the County of Lake.

Alan moved to appoint Michelle and Larry to meet with Harbin to negotiate.
m/s/c (Alan/Brian) Approved, 7-0.

b. Economic development/tourism Leadership Summit update – The Summit

will be held on November 15. New Paradigm College is suggested as the venue at a cost of \$2346. Olga Martin Steele will follow up on location pricing and will work through Maryann.

6. New Business

- a. Communications Committee update – Lynne, Michelle and Brian had a meeting with Cubic where they were presented with the new campaign strategy. Cubic Creative will present the campaign to the Board during a special meeting. The committee will present the 2020 strategy to the Board and to the public on October 9 at the Soper Reese Theatre at 3:00 pm. Stakeholders, immersion tour participants, media and the public will be invited to the meeting.
- b. New Board membership discussion – Lynne requested the Board to consider James Butler to be her replacement when her term ends in December 2019.
- c. Appointment of Treasurer – Michelle moved to remove Jitu Ishwar as the Treasurer at his request and nominated Brian Fisher as the replacement. m/s/c (Michelle/Wilda) Approved, 7-0.
- d. North Coast Tourism Council Update – Board members from Mendocino, Lake, Del Norte and Humboldt counties are to meet and discuss the future of the program. Larry will attend the meeting on September 19 in Eureka.

7. Action Item

USA Today had proposed an advertising campaign. m/s/c (Michelle/Alan), Proposal rejected, 7-0.

Communications Committee summit plan/ agenda update.

Add Melissa Fulton's proposal for the Destinations magazine for September 24 agenda.

8. Set next meeting dates

Special meeting: September 16, 11:00 am at Clearlake City Hall.

Board meeting: September 24, 1:00 pm at Twin Pine Casino, Middletown.

Brand campaign: October 9, 1:00 pm at Soper Reese Theatre, Lakeport.

9. Member Comments/Announcements

Havi will be not available from October 14 through November 15.

Michelle is very excited about the Cubic presentation next week and appreciates the opportunity to share it publicly.

10.Adjournment

Meeting adjourned at 2:50 pm by Chair of Board Larry Galupe.