

LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)

dba Visit Lake County California

Board of Directors Meeting

Tuesday, November 5, 2019

Bell Haven Resort, Soda Bay, CA

MINUTES

1. Call to Order

Meeting called to order at 1:10 p.m. by Maryann Schmid, Vice Chair.

2. Roll Call

Board Members present: Lynne Butcher, Brian Fisher, Maryann Schmid, Michelle Scully, Wilda Shock.

Board Members absent: Larry Galupe, Alan Flora, Jitu Ishwar, Havi Wijegunawardane.

Public: Jessica Pyska, Helena Welsh, Barbi Whitbeck, Olga Martin Steele, Laurie Dohring, Chris Almind.

3. Approve Minutes

Action: Minutes of the October 9, 2019, LCTID Board meeting: motion for approval by Brian, second by Lynne, approved 5-0.

4. Public Comment

Laurie Dohring welcomed everyone to Bell Haven and described its history; also described her business, www.ABCmouse.com, and its work as an Early Learning Academy. Jessica Pyska noted the work of the Lake County Rural Arts Initiative in making Lake County an arts destination; the organization will have an information table at the Lake Leadership Summit. Chris Almind, candidate for District #4 supervisor, introduced himself and his background.

5. Financial Report

Brian stated that the TID Board is not ready to approve a budget for the website and will be working with Cubic Creative on content and indentifying tools for self-submission by properties. Cubic will develop the new website and take data from the current site being managed by Brand Hound.

Action: motion for approval by Brian, second by Michelle, for Brand Hound to “re-skin” the current website for \$1,125 using the new brand standards; approved 5-0.

6. Partnership Reports

- a. Maryann reported that Robinson Rancheria Tribal Council has been promised a seat on the TID Board with a contract in place for financial participation; the first payment is anticipated in December.

Maryann and Brian will send a letter to Middletown Rancheria Tribal Council regarding their status and timeline for the 2020 marketing strategy implementation.

- b. Brian and Michelle will draft and send a letter regarding additional data sought from lodgings via credit card use to develop visitor profiles and share information with the cities and the Lake County Winery Association.

7. Updates

- a. Harbin Hot Springs: Tabled for discussion at next meeting.
- b. North Coast Tourism Council: Michelle and Brian will talk with Julie Benbow, the Humboldt County representative for the NCTC.
- c. Lake Leadership Summit 2019 – Board members will participate and help as needed.

8. Communications Committee

- a. Mobility Study - Information presentation by Libby Bender and Amber Row of Cubic Creative; study undertaken to determine who is coming to Lake County via Geo Sensing done at 10 locations to obtain data. Distinct profiles of potential target audiences and their characteristics were gathered. Categories of 1) luxury empty nesters; 2) middle of the road Boomers and Seniors; 3) salt of the earth families; 4) salt of the earth DINKS; and 5) salt of the earth empty nesters. The media strategy for 2020 will be based on and informed by the mobility study data.

9. Set Meeting Schedule

November 5, 2019 – Middletown Art Center
December 3, 2019 – Upper Lake, Tallman Hotel

10. Adjournment

Meeting adjourned at 3:00 p.m. by Vice Chair Schmid.

Minutes by Wilda Shock
Secretary Pro Tempore