



## LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)

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**Wednesday, September 18, 2024 – 12:00 PM**

**Board Meeting - In Person**

**The Fainting Couch – Maximalist Boutique Hotel – 16655 Hwy 175, Cobb**

### MINUTES

**1. Call to order; Introductions; Establish Quorum – Susan Parker at 12:11 p.m.**

Board members present: Susan Parker, Wilda Shock, Lynne Butcher, David Claffey, Larry Galupe, Jeff Warrenburg; excused: Christie White, Priya Dias; absent: Alan Flora, Jeff Pletcher.

Guests: Robert Boccabella, Lingzi Chen, Josh Townsend, Twin Pine Hotel General Manager.

Information about current projects: Middletown Rancheria, City of Clearlake, County of Lake, City of Lakeport, Twin Pine Casino & Hotel.

Present: Executive Director Brian Fisher; Social Media Contractor Karen Pavone.

**2. Financial Reports – Lynne Butcher**

Reports sent to Board prior to meeting; balance in bank account, \$61,500. Funds received: \$31,000-City of Clearlake; \$73,000-County of Lake; \$18,000-City of Lakeport; due to come from County-\$ 59,000. The increase to 2 ½% TID rate is in effect. TOT funds received for quarter ending 6/30/2024 - \$73,000. City of Clearlake is no longer using the services of HdL for collections; City of Lakeport collections are up 80% over the one year period.

TOT contract with the County of Lake – ED Fisher explained that two payments of \$58,500 each will be forthcoming under the five year contract with the Board of Supervisors.

Treasurer Butcher recommended an increase of \$1,000 per month in compensation paid to ED Fisher and to extend his contract for one year. The recommendation was referred to the next Board meeting with no action.

**3. Approval of LCTID Board Meeting Minutes for July 10, 2024 – Wilda Shock**

Motion by Director Galupe, second by Director Claffey, approved 6-0.

**4. Executive Director – Brian Fisher** - Complete slide deck distributed following the meeting.

- **Social Media** – Karen Pavone’s report distributed after the meeting.
- **Website Report** – GA 4 statistics regarding paid social and organic search.
- **Q2 Media Recap** – per contract, \$56,000 paid; 5.4 million impressions; ADARA for programmatic; social media posts boosted for events.
- **Google Analytics/Book Direct Snapshot** – need properties to book, frustrating to use; becomes a landing page for paid search; under new ownership with a new dashboard.
- **Brown Barn Photo Shoot Overview** - \$30,000 (value) paid by the Lake County Winegrape Commission resulting in beautiful photos that are shared assets; assistance of Disney’s Boat Rentals noted.
- **CalTravel Summit 2024, Oceanside** – participation noted.
- **LAKE Life California 2025** – Collaboration between VLCC/TID and Lake County Chamber of Commerce; ED Fisher wants his contract to be for commission on ad sales; VLCC/TID handles out-of-county distribution; seeking agreement with LCCC Interim Administrator to proceed.
- **North of Ordinary** – concerns in Humboldt County about continued funding; changes in Mendocino County with District renewal underway and facing challenges.

- **Lake County Winegrape Commission/Lake County Winery Association** – Concerns expressed by members of each entity about management and marketing; conversations about combining efforts and including the VLCC/TID.

**5. Public Comments/Member Comments/Announcements**

Director Galupe noted the Indian Day event on September 21 at Twin Pine Casino & Hotel.

**6. Adjournment** – at 1:45 p.m. by Vice Chair Susan Parker.

**NEXT MEETING: Date and Location TBD**

Meeting Minutes by Wilda Shock, Secretary