

LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)
Board of Directors Meeting
Tuesday, July 16, 2019
The Tallman Hotel, Upper Lake

1. Call to Order

Meeting called to order at 1:31 pm by Vice Chair of Board Maryann Schmid.

2. Roll Call Board of Directors

Maryann Schmid	Present	Michelle Scully	Present
Brian Fisher	Present	Wilda Shock	Present
Lynne Butcher	Present	Alan Flora	Present
Havi Wijegunawardane	Present	Jitu Ishwar	Absent
Larry Galupe	Present (arrived at 2:10 pm)		

Public: James Butter, Tallman Hotel; Richard Strom, North Coast Tourism Council; Dave Kendrick, DogTrekker and Roger Coryell, DogTrekker.

3. Public Comment

a. North Coast Tourism presentation – Richard Strom presented on the benefits of joining the North Coast Tourism Council which is partly funded by Visit California. County membership fee is \$11,000.

Majority of their marketing is done internationally.

Stressed their need for content.

b. DogTrekker/ Brand Hound presentation – David Kendrick and Roger Coryell gave an overview of the company and the projects they have completed.

Presented their proposal for digital services / website management.

4. Approval of Minutes for June 18, 2019

m/s/c (Brian / Lynne) Approved as presented, 8-0.

5. Old Business

- a. Credit card application – Paperwork is with Jitu.
- b. Sponsorship questionnaire creation – Postponed to a future date, Wilda and Michelle will work on it.

6. New Business

- a. Communications Committee update – Committee will be meeting with Cubic Creative on July 25 for an update and will report to the board on July 30.

60% open rate on the last email campaign.

Brian conducted a FAM tour of Kelseyville with travel writer Gina of DogTrekker.

- b. Partner Contracts update – City of Lakeport is available for discussion on contributions.

Middletown Tribal Council will add a participation discussion to their agenda.

City of Clearlake is waiting for a provisions agreement contract.

- c. Financial contribution updates

A contract with the County of Lake (agreement for provisions of administrative services to the LTID) for funding was signed by Larry.

* Wilda Shock left the meeting at 3:20 pm.

- d. Economic Development Summit discussion – EDC and VLCC to co-host a summit in the last quarter of 2019.

7. Action Items

Discussion of partner contracts – DogTrekker.

Update from Cubic Creative and selection of project.

Discussion on enforcement of TID collections.

Update board number picture and individual bio.

Approve of bookkeeper hiring.

8. Set next meeting date

July 30, 1:30 pm at Hidden Valley Golf Course Greenview Room.

A stakeholder forum to be held on September 9, 2019.

9. Member Comments/Announcements

Maryann announced that the Lake County Winery Association is awaiting for Cubic Creative's report to decide on participating with VLCC.

10. Adjournment

Meeting adjourned at 3:41 pm by Vice Chair of Board Maryann Schmid.

Emergency Item

Meeting reconvened at 3:43 pm by Chair of Board Larry Galupe with a quorum present.

Due to the absence of a website contract Alan proposed to add Brand Hound contract approval on the agenda as an emergency item. m/s/c (Alan / Brian) approved, 7-0.

Approve one year contract with Brand Hound for VLCC website management per the proposal. m/s/c (Alan / Michelle) Approved, 7-0.

Meeting Re-adjourned by Chair of Board Larry Galupe at 3:47 pm.

Havi Wijegunawardane
Secretary.