



LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)

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Wednesday, September 7, 2022 – 8:30-9:30 AM

Zoom Meeting

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

MEETING MINUTES

- 1. Call to order; Introductions; Establish Quorum – Christie White 8:32 AM**
Directors present (8): Christie White, Maryann Schmid, Wilda Shock, Lynne Butcher, David Claffey, Alan Flora, Vikesh Parmar. Larry Galupe present at 8:38 am.
Directors excused: Priya Dias, Susan Parker.
Directors absent: Jaime Campanero, Jitu Ishwar.
Guests: Jenni Byers, Jake Strickler, Jessica Pyska, Marie Schrader, Lisa Wilson, Coleen Lee, Laura McAndrews Sammel, Patrick Sullivan, Stephen Carter.
- 2. Receive and file minutes of LCTID regular meetings of July 6 and August 3, 2022 – Wilda Shock**
Motion by Chair White, second by Treasurer Butcher, to approve minutes of both meetings; motion approved, 7-0.
- 3. Management District Plan – Discussion of Renewal and Assessment – Brian Fisher**
Executive Director Fisher provided an overview of the proposed assessment increase from the current 1.5% to 3.0% to be effective January 1, 2024 if approved by the stakeholders. The Plan allows for a reduction in the assessment rate, as well as the ability to move from 3.0% to 5.0% over the ten-year period of the Plan.
Jake Strickler, Whispering Pines Resort, spoke about his concerns as a seasonal property owner on Cobb Mountain to be able to pass on to his guests the additional assessed amount. Jessica Pyska noted the short season for some properties in the county, particularly those located on Cobb.
Director Galupe noted the increase in his occupancy at Twin Pine Casino & Hotel due to construction activity by PG&E in south Lake County.
Patrick Sullivan confirmed concerns of County staff about whether a proposed increase in the assessment would trigger a protest, and their additional suggestion for enforcement being addressed in the Plan.
Director Claffey expressed his belief that the Plan needs to include a justification for the proposed 3.0% assessment with a more detailed budget on how the additional funds would be expended. He provided a set of goals with a comparison between possible assessment rates. Executive Director Fisher cited the opinion of Civitas (consultants) in 2018 during the TID formation that a 3.0% assessment rate would be necessary to raise the funds needed for marketing and to have the resources for staffing the District.
Director Flora noted that the TOT rates in other jurisdictions outside Lake County affects their respective TID collection amounts.

Director Claffey suggested motions for a 2.0% assessment rate with the understanding the TID Board would have flexibility to make adjustments in accord with set goals. Both motions died for lack of a second.

Treasurer Butcher moved, second by Chair White, to propose a 3.0% assessment rate to the stakeholders; motion approved 7-1, with Director Claffey voting no.

4. Financial Reports – Lynne Butcher

Budget vs. Actuals, January-August 2022, were provided to the Board; income better than budgeted to date, with revenue higher than anticipated. Bank balance is \$141,363.

5. Executive Director/Communications – Brian Fisher

UPDATES:

Social Media and Public Relations, Website Analytics, Book Direct Campaign

Executive Fisher reported for Karen Pavone that August was a “good month” with details in his report about website traffic and results of the Book Direct campaign in its first month.

He described the itinerary for two influencers who will visit Lake County in late September.

6. Public Comment/Member Comments/Announcements

-Lisa Wilson expressed her support for the increased TID assessment rate and for professional staff for the District.

-Director Galupe announced special events at Twin Pine Casino & Hotel in September,

<https://www.twinpine.com/entertainment/> and

<https://www.twinpine.com/event/indian-day-celebration/>

-Marie Schrader promoted the Lakeport Main Street Association Harvest Festival,

<https://lakeportmainstreet.com/pumpkin-dia-de-los-muertos-festival/> and the

Lake County Theatre Company production of “Driving Miss Daisy”

<https://laketheatre.org/events/>

-Coleen Lee promoted the circus in Clearlake this weekend, and other events of the Clear Lake

Chamber of Commerce, <https://www.clear-lakechamberofcommerce.com/calendar.html>

-Laura McAndrews Sammel announced the Youth Mentorship program of the Lake County

Chamber of Commerce, <https://www.lakecochamber.com/youth-mentorship-program/>

and the Redwood Coast Region Economic Development Virtual Summit,

<https://www.eventbrite.com/e/redwood-coast-region-economic-virtual-summit-tickets-391378251887?discount=Lakeearlybirds>

7. Adjournment

Meeting adjourned by Chair Christie White at 9:31 a.m.

Meeting minutes prepared by Secretary Wilda Shock.

NEXT MEETING: Wednesday, October 12, 2022 - 8:30 a.m., via Zoom.

NOTE: Change in regular meeting day.

Agenda items due one week in advance.

09/07/2022