

LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)
DBA Visit Lake County California
Board of Directors Meeting
Tuesday, March 31, 2020

A regular meeting of Lake County Tourism Improvement District Board of Directors convened on Tuesday, March 31, 2020. The meeting was conducted telephonically.

Call to Order The meeting was called to order at 1:03 p.m. by Chair Larry Galupe. A quorum was present.

Members Present Larry Galupe, Chair; Maryann Schmid, Vice Chair; Brian Fisher, Treasurer; Wilda Shock, Secretary; Lynne Butcher, Priya Dias, Alan Flora, Jitu Ishwar, Michelle Scully.

Guests Present Robert Boccabella, Patrick Sullivan, Nicholas Walker, Barbi Whitbeck, Vikesh Parmar, Melissa Fulton (at 2:15 p.m.).

Presentation HdL Companies: TOT/TID Assessment Collection and Administration Ryan George, Operations Manager, provided an overall description of his company's compliance process working with jurisdictions; Alan Flora provided context for the current TOT and TID collection process for the County of Lake and the two cities, Clearlake and Lakeport, with each utilizing different means. Flora suggests the ideal would be for the four entities (including the LCTID) to work together and to consider options for doing so. George noted the ways this could occur, with flexibility possible. Brian Fisher suggested working together would provide uniformity and consistency with collections and payments. All expressed interest in gathering more information for review.

M/S/C (Flora/Fisher) Request that HdL pursue more details about the number of properties in each jurisdiction and submit a proposal to the LCTID for consideration and include the County of Lake and the two cities. Approved, 8-0 (Dias absent).

Approval of Minutes

M/S/C (Fisher/Flora) To approve the minutes of the regular meeting of the LCTID Board of Directors held on March 17, 2020, with one correction. Approved, 8-0 (Dias absent).

Financial Report

Total funds in West America account, \$263,174; funds received from County of Lake and City of Lakeport, with few obligations at this time.

M/S/C (Fisher/Ishwar) To remove Havi Wijegunawardane as a signatory on the checking account and add Michelle Scully as a signatory. Approved, 9-0.

Public Comment

Barbi Whitbeck – possible to add Lake County to the Visit California media plan for advertising buys; look at value of radio advertising as proposed by Cubic; Comcast could assist with PSAs for the cities, county and law enforcement.

Partnerships

Discussion occurred regarding participation in and financial support of Lake County booth at the International Sportsmen's Expo in January 2021 at Cal Expo in Sacramento. Michelle Scully noted the need for data to evaluate the ROI; agreement noted about the need for a dynamic booth presentation with interactive materials and videos.

Melissa Fulton, CEO, Lake County Chamber of Commerce, requested that the LCTID apply for a booth with a deposit of \$300 to hold a 10'x10' space, with a total amount of \$1,400 due by November 30, 2020. Melissa offered her expertise with logistics in setting up the booth and securing volunteers for staffing. Board members were requested to send ideas to Michelle with specific suggestions for participating in the consumer show. By consensus, the topic was table for future discussion. Directors may contact Melissa for additional information.

TID Board Representatives – New Appointments

M/S/C (Schmid/Scully) Nominate and elect Vikesh Parmar, Upper Lake Super 8 Motel, to the LCTID Board of Directors. Approved, 9-0.

Communications Committee

Brian Fisher reported the Trade Mark application has been received and the LCTID/VLCC logo will be updated when the TM is received.

Annual Report

The Communications Committee and Alan Flora are responsible for drafting the report.

Member Comments

Maryann Schmid will remind Robinson Rancheria about payment and appointment of a representative to the LCTID Board.

Alan Flora noted that the California Hotel & Lodging Association is addressing the deferment of TOT payments which some jurisdictions are doing with regard to the COVID-19 restrictions.

Michelle Scully mentioned the Blue Collar Committee created by Supervisor Rob Brown and its work with local businesses; Bernie Butcher has developed a list of Best Practices for each industry when Shelter-In-Place orders are lifted, with an emphasis on sustainable goals for the tourism industry, including lodging and casino operations. Consensus to invite Butcher to present at the next LCTID Board meeting.

Michelle noted the offer from Carl Ribaud, SMG Consulting, of one hour of free consultation for destination marketing organizations; she will contact him for the April 14, 2020, meeting of the LCTID Board.

Adjournment

The meeting of the LCTID Board of Directors was adjourned at 3:05 p.m. by Chair Galupe.

NEXT MEETING

The next meeting of the LCTID Board will be held telephonically on Tuesday, April 14, 2020.

Submitted by Wilda Shock, Secretary