



## LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)

*DBA Visit Lake County California* [www.lakecounty.com](http://www.lakecounty.com)

Wednesday, March 2, 2022 – 8:30-9:30 AM

Zoom Meeting

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

### MINUTES

- 1. Call to order; Introductions; Establish Quorum – Larry Galupe 8:31 AM**

Quorum established; Directors (9) present: Larry Galupe, Maryann Schmid, Wilda Shock, Lynne Butcher, David Claffey, Priya Dias, Alan Flora, Jitu Ishwar, Susan Parker.  
Directors absent: Jaime Campanero, Vikesh Parmar, Christie White (excused).  
Guests: Carson Lambeth, Robert Boccabella, James Butler, Marie Schrader, Jessica Pyska, Cheryl Smith, Olga Martin Steele, Nicole Flora, Laura Sammel, Coleen Lee.  
Contractors present: Brian Fisher, Karen Pavone, Megan Andrus.
- 2. LCTID – District Renewal Process, Review of Proposal – Carson Lambeth, Civitas**

**ACTION: Approval of Agreement**  
Information presentation and review of proposal from Civitas to provide expert advice and guidance throughout the renewal process for the LCTID, due to expire December 31, 2023. Civitas will include developing and manipulating data, guiding renewal parameter decisions, obtaining feedback from owners, preparing legal documents, facilitating the stakeholder approval process, and attending local government hearings. The project would start April 1, 2022, and conclude in late 2022, with the new District ready to begin January 1, 2024. The renewal can be up to ten years. The City of Lakeport is the lead jurisdiction and approval of renewal is required from the City of Clearlake and the County of Lake. Civitas proposes a monthly fee of \$5,500 for seven months, plus expenses. After discussion by the Directors, decision by consensus is to consider the proposal and Agreement at the next Board meeting on April 6, 2022. The proposal has been provided to the Board.
- 3. NOTICE OF ANNUAL MEETING – ACTION**

**Election of Officers for 2022: Christie White, Chair; Maryann Schmid, Vice Chair; Wilda Shock, Secretary; Lynne Butcher, Treasurer**  
Chair Galupe called for additional nominations; there being none, Director Flora moved and Director Claffey seconded the motion to elect the slate of officers as presented. Approved 9-0.
- 4. Financial Reports – Lynne Butcher**

Treasurer Butcher reported no activity in February; looking forward to receiving revenue in March reflecting Q4 returns in 2021. She advised the Board of the need to contract for additional services from Tomkins Tax Consultants for assistance with Franchise Tax Board issues, noting that Internal Revenue Service items have been cleared up. Financial statements will be provided to the Board.

## 5. Executive Director/Communications – Brian Fisher

### **ACTION: Approval of Social Media Contract**

Executive Director Fisher presented the Agreement for Social Media Management from Karen Pavone, InkFarm Creative, \$2,500 per month for the 12 months of 2022. Treasurer Butcher moved and Director Parker seconded the motion to approve the Agreement as presented. Approved 8-0 with Director Claffey absent.

### **UPDATES:**

- **Social Media and Public Relations**  
-Presentations by Karen Pavone and Megan Andrus
- **Website – Analytics Snapshot**  
-Report will be provided to Board and meeting attendees.
- **BookDirect Analysis**  
Discussion regarding use of this booking platform and its value to lodgings. Consensus that it would be the right evolution for the VLCC website and is especially beneficial for independent properties. Each jurisdiction will be asked to provide a list of properties collecting and paying TOT. Estimated cost would be \$6,000 annually, with additional amount needed to set up; the current LCTID budget does not include this service. Director Ishwar moved and Director Dias seconded the motion to approve moving forward with the program and notifying properties (VRBO only) of this option, capping the cost to the LCTID at \$10,000. Approved 8-0 with Director Parker absent.
- **Lake County Visitor Map**  
The supply chain shortages have affected this project with a paper shortage; anticipated delivery in time to be distributed at the Travel Adventure Show in Santa Clara, May 21-22, where the LCTID will be present with the four counties in the **North of Ordinary** region.
- **Visit California-Outlook Forum Highlights**  
Partnership opportunities with Visit CA were noted by Forum attendees (Director Galupe, contractors Fisher, Pavone and Andrus), noting an emphasis on California Now travel stories with curated theme trip itineraries, and the use of TikTok becoming increasingly popular.
- **California Visitor Guide**  
Executive Director Fisher noted the VLCC display ad in the 2022 CA Visitor Guide.  
**Twin Pine Partnership for San Francisco Billboard**  
Twin Pine Casino & Hotel is paying \$25,000 for the billboard at 12<sup>th</sup> Avenue and Geary Boulevard, March 14-May 17.

## 6. Public Comment/Member Comments/Announcements -Hands Up Lake County 2022

Olga Martin Steele introduced and described the purpose of 1 Team 1 Dream she co-founded with Maryann Schmid to support and promote economic growth and stability in Lake County and to provide on-going education and opportunity to entrepreneurs and small businesses. This is the third year for the business competition with training opportunities. The final competition will be held on November 5; sponsors are being sought. 1Team1Dream.net

## 7. Adjournment

Meeting adjourned at 10:29 a.m. by Chair Galupe.  
Minutes prepared by Wilda Shock, Secretary.

**NEXT MEETINGS: Monthly on first Wednesdays, 8:30 a.m.**

**Agenda items are due one week in advance.**

**03/02/2022**

