

LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)

DBA Visit Lake County California

Board of Directors Meeting

Wednesday, September 2, 2020

A regular meeting of Lake County Tourism Improvement District Board of Directors convened on Wednesday, September 2, 2020. The meeting was conducted telephonically via Zoom.

Call to Order The meeting was called to order at 8:33 a.m. by Chair Larry Galupe. A quorum was present.

Members Present Larry Galupe, Chair; Maryann Schmid, Vice Chair; Brian Fisher, Treasurer; Wilda Shock, Secretary; Alan Flora; Michelle Scully, Directors.

Members Absent Lynne Butcher, Priya Dias, Jitu Ishwar, Vikesh Parmar.

Guests Present Robert Boccabella, Michele Carson, Jacie Casteel, Melissa Fulton, Coleen Lee, Cheryl Smith, Lisa Wilson, Helena Welsh, Nancy Hudson, Nicholas Walker, Dennis Krentz, David Claffey, Jessica Pyska, Jeff Warrenburg.

Approval of Minutes

M/S/C (Fisher/Schmid) To approve the minutes of the regular meeting of the LCTID Board of Directors held on August 18, 2020. Motion approved, 6-0.

Financial Update

Treasurer Fisher reported current fund balance of approximately \$250,000 in the WestAmerica Bank account; no formal report.

TOT and TID Collections

Director Flora reported no update, except that the City of Clearlake has signed a contract with HdL Companies. Nicholas Walker, Finance Director for the City of Lakeport, reported his city will move forward and sign a contract with HdL.

Communications Committee

Director Fisher reported that accessing the Facebook page is a struggle and "ongoing battle," but the organic work of Karen Pavone is "going well" and we receive monthly reports from Belo on the paid likes. Social media postings on Instagram are also being done by Karen Pavone. The hard asset files have been sent to North of Ordinary/North Coast Tourism Council (NOO/NCTC) with no update on use.

The website maintenance contract with James Butler has been corrected to a quarterly fee of \$1,050 and a new contract has been signed.

Discussion ensued about posting events on the new website with consensus to include annual events without specific dates for 2021. Information will also be provided to the Lake County Chamber of Commerce for its *Destinations 2021* publication.

Partnerships – Projects

Director Fisher noted that hard asset work with NOO/NCTC is ongoing.

LCTID Annual Report

Directors Flora, Scully and Fisher will prepare a draft and review with Director Shock.

Public Comment

- Jessica Pyska described the work of the Cobb Area Council and its restructured grant for small businesses countywide, plus marketing for Cobb businesses focusing on resorts and artists, offering classes and open studios.
- Jeff Warrenburg inquired about submitting materials to the AAA magazines (*Via* and *Westways*). Director Fisher explained there is no paid public relations outreach currently underway. Helena Welsh, Lake County Winery Association, noted their work with *Via* and collaboration with the *San Francisco Chronicle* for co-op advertising; needs 10 partners.
- Jacie Casteel noted the Certified Tourism Ambassador (CTA) online trainings planned for September 21 and October 22. Robert Boccabella reported that the program on Dark Skies is available for viewing on the CTA YouTube channel.
- Occupancy and business activity information was provided by Lisa Wilson (Clear Lake Campground), Maryann Schmid (The Lodge at Blue Lakes), Jeff Warrenburg (Skylark Shores Resort), Larry Galupe (Twin Pine Casino & Hotel), Melissa Fulton (Konocti Harbor Resort), Jessica Pyska (Mandala Springs, Whispering Pines, Pine Grove), and Helena Welsh (Harbin Hot Springs, Black Rock Golf Course).

Member Comments/Announcements

Director Flora requested a review of LCTID Board membership at the next meeting. Vice Chair Schmid will contact Robinson Rancheria and the new general manager about the Agreement and collection/payment of TID fees.

Adjournment

The meeting of the LCTID Board of Directors was adjourned at 9:25 a.m. by Chair Galupe.

Respectfully submitted,
Wilda Shock, Secretary