

LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)

***DBA Visit Lake County California***

Board of Directors Meeting

Tuesday, August 18, 2020

A regular meeting of Lake County Tourism Improvement District Board of Directors convened on Tuesday, August 18, 2020. The meeting was conducted telephonically via Zoom.

***Call to Order*** The meeting was called to order at 8:03 a.m. by Chair Larry Galupe. A quorum was present.

***Members Present*** Larry Galupe, Chair; Brian Fisher, Treasurer; Wilda Shock, Secretary; Lynne Butcher; Priya Dias, Alan Flora; Michelle Scully, Directors.

***Members Absent*** Jitu Ishwar, Vikesh Parmar, Maryann Schmid.

***Guests Present*** Robert Boccabella, Michele Carson, Jacie Casteel, Coleen Lee, Cheryl Smith, Barbi Whitbeck, Lisa Wilson, Helena Welsh, Nancy Hudson, Mark Lipps, Nicholas Walker, Dennis Krentz, David Claffey, Michael Chandler, David Velasquez, Jeff Warrenburg.

***Approval of Minutes***

**M/S/C (Fisher/Butcher)** To approve the minutes of the regular meeting of the LCTID Board of Directors held on June 9, 2020. Approved, 7-0.

***Proposal from HdL Companies – TOT and TID Collections***

Director Flora reported that the City of Clearlake has contracted with HdL Companies and is willing to cover the cost of the contract; the LCTID does not need to do anything. The City will retain 2% of the TID collection to cover administrative services; HdL will remit funds to the LCTID. One of the benefits of the relationship is that HdL will do daily checks for any new lodgings, contact them, and bring them into compliance.

Nicholas Walker, Finance Director for the City of Lakeport, reported his city has not signed an agreement with HdL but is ready to move forward; he stated his belief that the administrative fee does not cover the expenses of collection and the contract would not be of benefit to Lakeport which does its own collections. He also noted that Lakeport does not conduct an audit of lodgings. The relationship, if Lakeport were to be a partner, would be a benefit to the LCTID; Lakeport is, however, supportive of the LCTID. He reported that Lakeport collects \$200,000 in annual TOT with a City budget of \$6 million.

Director Scully provided background on the County's agreement with Host Compliance in response to a question from Dennis Krentz, noting the ongoing process to bring properties into compliance.

Director Flora and Finance Director Walker will continue their discussion and consider adjusting the administrative fee, as well as confirming the number of STRs in the Lakeport city limits.

Director Flora left the meeting.

***Financial Report***

Treasurer Fisher reported current fund balance of \$258,432; funds available after anticipated expenditures will be \$145,932. Report attached.

**M/S/C (Shock/Butcher)** To accept the Financial Report as presented. Approved, 6-0.

### ***Communications Committee***

Director Fisher reported that the new website has been delivered by Belo+Company, full of inaccuracies carried over from the former website. He and James Butler, General Manager of the Tallman Hotel, have been trained on the interface. Fisher proposed a website maintenance contract with Butler to manage the corrections and updates. The proposal is for an annual contract for \$7,700 plus \$350 per month for three hours of graphics work. The contract with Brandhound was for \$3,500 per month.

**M/S/C (Shock/Dias)** To approve the contract with James Butler. 6-0.

Social media update by Director Fisher: Karen Pavone is posting on Facebook and Instagram with paid likes through Belo and organic likes through Karen's work. Discussion about ownership of the Facebook page – Facebook can't reveal data or the LCTID cannot have control without knowing the owner. Create new Facebook page? Research and discussion will continue.

Hard asset development – Karen Pavone and her son Ryan were hired through North of Ordinary (NOO) funds to shoot Lake County locales and activities, creating a good asset base. Materials are expected to be ready by the end of August. NOO (formerly North Coast Tourism Council) is featuring Lake County in its social media.

### ***Partnerships – Projects***

Director Fisher reported that counties in NOO are trying to determine the best time to launch media campaigns and advertising. He queried, "Where do we want to be?"

Director Butcher suggested it is too soon; if we spend funds now, we won't have them later. Director Dias agreed and recommended waiting. Some lodgings are reporting occupancy at 50% above last year and others are at 50% below last year at the same time. Lisa Wilson noted that her campground is sold out every weekend, with longer stays including mid-week visits, and larger rigs. She is seeing a strong response for fall. Mark Lipps suggested taking advantage of any "low hanging fruit" in advertising and working with Visit California. Director Fisher noted the current lack of budget for any paid public relations.

Director Flora returned to the meeting and clarified statements about the cancellation of bass tournaments on Clear Lake, noting that Konocti Vista Casino has cancelled tournaments based at its facility but that the City of Clearlake and the Clear Lake Chamber of Commerce is actively pursuing tournaments to operate out of Clearlake.

Director Butcher reported on hosting magazine representatives from *Punch*, with an audience south of San Francisco. Peace and Plenty Farm will be included in the September issue of *Martha Stewart Living* magazine. Mark Lipps suggested online (Zoom) calls with media/travel writers and offering a basket of Lake County products along with hosted accommodations; he will seek a travel writer from the *Los Angeles Times*.

### ***LCTID Annual Report***

Referred to Director Flora.

### ***Public Comment***

Robert Boccabella suggested Mark Lipps for LCTID Board membership when a vacancy occurs. Michael Chandler, Third Eye Visuals, offered visual tours of Lake County attractions and showed a short video of his work. David Velasquez expressed interest in the video format and inquired about including the Observatory and Lake County Symphony in visual tours.

***Member Comments/Announcements***

No Comments.

***Adjournment***

The meeting of the LCTID Board of Directors was adjourned at 9:18 a.m. by Chair Galupe.

Respectfully submitted by Wilda Shock, Secretary

Financial Report for 8-18-2020, attached