

LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)
DBA Visit Lake County California
Board of Directors Meeting
Tuesday, March 3, 2020
Konocti Harbor Resort, Kelseyville, CA

1. Call to Order

Meeting called to order at 1:00 PM by Vice Chair of Board Maryann Schmid.

2. Roll Call

Maryann Schmid	Present	Brian Fisher	Present
Alan Flora	Present	Lynne Butcher	Present
Wilda Shock	Present	Michelle Scully	Present
Havi Wijegunawardane	Present	Larry Galupe	Absent
Jitu Ishwar	Absent		

Public: Nichole Flora, Priya Dias, Barbi Whitbeck, Helena Welsh.

3. Public Comment

Barbi announced that Konocti Harbor is working with the Lake County Winery Association on creating a 4 month, 30 second ad campaign which will air on NBC Sports channel. Looking for 10 participants. Each participant will receive 5 seconds of ad time for \$4,000.

4. Approval of Minutes

Minutes approved as presented, m/s/c (Alan / Brian), 7-0.

5. Old Business

a. Partnership Updates : Received a check from Lake County for \$83,000.

6. New Business

a. Communications Committee update

Committee had an online meeting with Cubic Creative and was given two templates for the website design with an emphasis on a mobile first strategy; 12-14 weeks to complete.

Motion to approve version 2 of the two templates presented, m/s/c (Alan/Brian), 7-0.

b. LCTID Annual Report : Presentations were made to all three jurisdictions on the progress of the TID/VLCC.

c. Partnerships with Visit CA, Wine Country Media, LC Winegrape Commission : Topic tabled to be taken up on a later date.

7. Action Items

Alan will schedule HdL Companies, to meet with the TID Board and jurisdiction representatives regarding Tourism Improvement District assessment collections on behalf of the TID.

8. Set next meeting date

March 17, 2020 – 1:00 PM at Twin Pine Casino & Hotel, Middletown, CA.

9. Member Comments/Announcements

No comments.

10. Adjournment

Meeting adjourned at 2:06 PM by Maryann Schmid.

Havi Wijegunawardane
Secretary of Board