

Lake County Tourism Improvement District (LCTID)  
Board of Directors Meeting Minutes  
Date: Tuesday, February 26, 2019  
Location: Lakeport City Hall, Lakeport, CA

1. Call to Order: Meeting called to order by Chair of Board Larry Galupe at 1.31 PM
2. In Attendance  
Board:  
Larry Galupe, Twin Pine Casino; Greg Folsom, City of Clearlake; Michelle Scully, County of Lake; Brian Fisher, Suites on Main; Jitu Ishwar, Anchorage Inn; Havi Wijegunawardane, Skylark Shores Resort; Arnna Eagan, Saratoga Springs – by phone; Olga Martinsteede, Representing Maryanne Schmid in a non-voting capacity.  
Absent:  
Lynne Butcher.  
Public:  
Anthony Fernandez, Robinson Rancheria Resort; Wilda Shock, City of Lakeport; Margaret Silveira, City of Lakeport; Alan Flora, City of Clearlake; Kelly Buendia, City of Lakeport;

\*Larry motioned to move the Brown Act Training to the first agenda item. All in favor.

3. Brown Act Training held by Lakeport City Clerk Kelly Buendia.
4. Approval of Minutes from previous meeting:  
Wilda corrected line item b. Director Insurance under New Business. Information was previously provided to Larry by Wilda.  
Brian motioned to approve the minutes from 1.23.19 meeting, Jitu seconded. All directors in favor.
5. Public Comments:  
Wilda commented that the updated Bylaws need to be added for next meeting for approval.  
No other public comments.
6. Old Business
  - a. Securing a PO Box for Visit Lake County California (VLCC):  
Box opened at Lakeport post office, PO Box 712. Larry and Havi will have access.
  - b. Corporate Bank Account: Larry will gather final paperwork to open the account at Middletown Westamerica Bank.
  - c. Filing for Tax Exemption: Paperwork has been submitted to State of California.
  - d. Separate website for Board meetings: Secondary website was created by Brian and is active.
  - e. Directors & Officers insurance: Larry will gather information.
  - f. Robinson Rancheria contract: Michelle and Maryann will continue to work with Robinson Rancheria

## 7. New Business

- a. Brown Act training: Moved to the beginning of meeting and completed.
- b. Discussion of immediate priorities: Michelle motioned to move this item to the end of the meeting. All in favor.

- c. RFP for re-branding, Visit CA:

Brian has created a RFP with a letter of introduction. Greg motioned to create a Communications Committee with Lynne Butcher, Michelle Scully and Brian Fisher to evaluate companies and bring back a recommendation for Board approval. Brian seconded motion with all in favor.

- d. 60-day marketing plan:

Short-term marketing campaign using social media as primary medium. Greg motioned to move the 60-day marketing plan under the Communications Committee's responsibility, Havi seconded. All in favor.

- f. Website management proposals:

Michelle had received a contract with Dogtrakker for April 1<sup>st</sup> - June 30<sup>th</sup> for \$3,250 per month. Jitu motioned to use Dogtrekker as web developer, Havi seconded. All in favor.

- \*b. Discussion of immediate priorities:

Stakeholder relations - Brian nominated Maryann as point of contact for stakeholder relations with Jitu assisting.

Gather the list of shareholders from documents provided by Civitas.

Add CTA and Tourism Lake County stakeholder relations update to next meeting's agenda.

Michelle proposed to add signing of contract with the three jurisdictions for next meeting.

## 8. Action Items:

Sign contracts with the County of Lake, City of Lakeport and City of Clearlake.

Add Alan Flora as representative for the City of Clearlake.

Approve updated VLCC bylaws.

## 9. Set Next Meeting Dates:

Next Board meeting to be held on Tuesday, March 12, 1.30 PM at the Tallman Hotel in Upper Lake.

## 10. Member Comments/Announcements

Greg Folsom and Arna Eagan announced that they will be resigning from the VLCC Board of Directors.

## 11. Meeting adjourned at 3:47 PM