



LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)
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Wednesday, April 2, 2025 – 12:00 Noon
Board Meeting - In Person
Featherbed Railroad Bed & Breakfast, 2870 Lakeshore Blvd., Nice

MINUTES

1. Call to order; Introductions; Establish Quorum – Christie White at 12:01 p.m.

Board members present: Christie White, Susan Parker, Wilda Shock, Lynne Butcher, David Claffey, Alan Flora. Excused: Priya Dias, Larry Galupe, Jeff Warrenburg.

Guests: Amanda Martin, Coleen Lee, Robert Boccabella, Mark Lipps, Tammy Lipps, Ali Hunt, Ben Rickelman, Nancy Hudson, Michele Carson, George Smith, Cheryl Smith, Helen Owen.

Consultants: Brian Fisher, Executive Director; Karen Pavone, Social Media.

2. Financial Reports – Lynne Butcher

Above budget on revenue received; expenses will be increasing. Transition to Tomkins Tax Consultants at rate of \$500/month for bookkeeping in addition to tax filing services. Executive Director Fisher reported that signatures on the WestAmerica Bank checking account need to be updated. Motion by Director Butcher, second by Director Claffey to remove the signatures of Lynne Butcher and Larry Galupe and add the signatures of Jeff Warrenburg, Christie White, and Wilda Shock; approved 6-0.

3. Election – Christie White

Election of Treasurer: Motion by Director Flora, second by Director Claffey to elect Jeff Warrenburg as the LCTID Treasurer; approved 6-0.

The resignation of Treasurer Butcher was accepted with appreciation.

The resignation of Jeff Pletcher was accepted with his departure from Robinson Rancheria Resort & Casino. The Executive Director will contact RRR&C for a new Board member.

4. Approval of LCTID Board Meeting Minutes for January 8, 2025 – Motion by Director White, second by Director Flora; motion approved 6-0.

5. Certified Tourism Ambassador (CTA) Program Update – Michele Carson

Goals for this year include developing itineraries and seeking funds to provide print copies for lodging and attractions; EdVentures; CTA Buddy program; CTA Experience card; 200 current Lake County CTAs.

6. Executive Director – Brian Fisher Complete slide deck distributed following the meeting.

- Social Media and Website Reports - Presentation by Karen Pavone distributed after meeting. Limited paid social media with budget constraints.
- Q2 Media Reminder – placement decisions to be made with agency.
- Book Direct Changes
- Email Marketing Report – continuous effort.

- Visit California
 - Travel & Leisure en Espanol Feature Article
 - “Playful Journeys” Influencer Visit
 - Visit CA Video Series: The Blue Lakes – assets from LC Winegrape Commission with summer filming on Clear Lake to come.
 - Visit CA Outlook Forum 2025: Overview – people seeking road trips for experiences and exploring.
- 2025 Travel & Adventure Show
- North Coast Tourism Council – RFP Update
- LAKE Life 2025 – Magazine Release Party, May – with LC Chamber of Commerce, advertisers.

7. Public Comments/Member Comments/Announcements

Lynne Butcher announced new owners of Tallman Hotel/Blue Wing Saloon Restaurant are experienced food and beverage operators and plan to continue the music program. Mark and Tammy Lipps described their catering of events from The Ripe Choice Farm plus Fridays in the Barn dinners. Big Valley Small Farms tour twice a year, spring and fall. Amanda Martin announced the Clear Lake Splash In program later this month.

8. Adjournment – at 1:40 p.m. by Chair Christie White.

Meeting Minutes by Wilda Shock, Secretary

NEXT MEETINGS: Dates and Locations Noon-1:30 p.m.

July 9 – Skylark Shores Resort, Lakeport

October 1 – Stein & Wein, Clearlake

January 2026 – Twin Pine Casino Hotel, Middletown