



**LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)**  
**DBA Visit Lake County California** [www.lakecounty.com](http://www.lakecounty.com)

**Wednesday, November 2, 2022 – 8:30-9:30 AM**

**Zoom Meeting**

<https://us02web.zoom.us/j/86229021071>

**MEETING MINUTES**

- 1. Call to order; Introductions; Establish Quorum – Christie White 8:32 AM**  
Directors present (5): Christie White, Wilda Shock, Lynne Butcher, David Claffey, Alan Flora; Susan Parker arrived at 8:48 a.m. A quorum was not present.  
Directors absent: Maryann Schmid, Jaime Campanero, Priya Dias, Larry Galupe, Jitu Ishwar, Vikesh Parmar.  
Contractors present: Brian Fisher, Karen Pavone.  
Guests present: Lisa Wilson, Cheryl Smith, Patrick Sullivan, Marie Schrader, Michelle Scully, Coleen Lee, Laura McAndrews Sammel.
- 2. Receive and file minutes of LCTID regular meeting of October 12, 2022 – Wilda Shock**  
Deferred to next meeting with a quorum present.
- 3. Financial Reports – Lynne Butcher**  
Budget vs. Actuals report for January-October 2022 was presented to the Board; bank balance in the checking account is \$148,337. The budget is holding. The Executive Director is meeting today with MediumGiant to discuss the media marketing plan for 2023.
- 4. Executive Director/Communications – Brian Fisher**  
**UPDATES:** Social media and public relations presentation included a video blog (9 ½ minutes) created by a pair of influencers with 200,000 followers who spent the weekend of the Kelseyville Pear Festival visiting several Lake County destinations including lodging, dining and wineries, plus paddleboarding on Blue Lakes and hiking to Wright Peak on Mt. Konocti. The LCTID owns the photo assets from the visit. [www.dontforgettomove.com](http://www.dontforgettomove.com)  
Separate social media summary report for October from Karen Pavone will accompany the meeting minutes. She noted that Lake County was featured in the Oct. 11 post of Visit CA. Website analytics presented in report from the Executive Director, along with the Book Direct lodging searches and top activity details.

**Management District Renewal Report**

The current renewal rate is at 49.97% as of Nov. 1; need to reach 51% to hold a hearing before the Board of Supervisors to set the assessment amount. Susan Parker will agendize the LCTID hearing for the Nov. 22 BOS meeting. Discussion ensued about outreach to lodgings that have not responded to the petition, sent by mail and email. Concerns were expressed about establishing relationships with properties throughout the county, including STRs and B&Bs.

**5. Public Comment/Member Comments/Announcements**

Marie Schrader, executive director of the Lakeport Main Street Association, announced several events coming up in November and December, <https://lakeportmainstreet.com/events/>

**6. Adjournment**

**9:30 AM**

**NEXT MEETING: Wednesday, December 7, 2022 - 8:30 a.m., via Zoom.**

**Agenda items due one week in advance.**

11/02/2022