

LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)
Board of Directors Meeting
Tuesday, May 21, 2019
At Lakeport City Hall

1. Call to Order

Meeting called to order at 1:39 pm by Board Chair Larry Galupe.

2. Roll Call Board of Directors

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

Guests: Marcus Strong, Rick Orweight, Andy Lucas, Al Manchaca.

3. Public Comment – Marcus and Al informed of Running Creeks Casino's 7 year anniversary taking place this year and of the improvements to it's bar and restaurant areas.

Rick Orwright has created a comprehensive calendar of all the events taking place in the county. www.LakeKonoctiLife.com

4. Approval of Minutes for May 09, 2019

m/s/c (Alan/Brian) Approved as presented, 8-0.

5. New Business

- a. Communications Committee update – Brian had a conference call with Cubic Creative and had created an itinerary for the immersion team arriving Monday June 10.
- b. Third party vendor contracts update – Committee will have a presentation for the Robinson Rancheria Tribal Council on May 29.

c. Cubic Creative immersion trip discussion – Group will arrive on Monday June 10. They will have 8-12 person focus groups on Tuesday and Wednesday followed by county tours with an aerial tour of the county and a winery tour in the Red Hills area on Thursday.

d. Credit/ Debit card inquiry – Larry had spoken with the bank. He will forward the paperwork to Jitu and Havi for a nonprofit credit card.

7. Action Items

Help with the itinerary for Cubic Creative's visit and focus groups.

8. Set next meeting date

Tuesday, June 4, 1.30pm - Clearlake City Hall.

9. Member Comments/Announcements

VLCC should host/create a marketing workshop for stakeholders.

Discuss about event sponsorship and an application for sponsorship requests.

10. Adjournment Meeting adjourned at 3:35 pm by Chair of Board Larry Galupe.