



**LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)**

***DBA Visit Lake County California*** [www.lakecounty.com](http://www.lakecounty.com)

**Wednesday, January 4, 2023 – 8:30-9:30 AM via Zoom**

**MEETING NOTES**

- 1. Call to order; Introductions; Establish Quorum – Wilda Shock** **8:35 AM**  
Directors present: Wilda Shock, Susan Parker (8:45).  
Directors excused: Christie White, Maryann Schmid, Lynne Butcher, David Claffey, Priya Dias.  
Directors absent: Jaime Campanero, Alan Flora, Larry Galupe, Jitu Ishwar, Vikesh Parmar.  
Contractors present: Brian Fisher, Karen Pavone.  
Guests present: Robert Boccabella, Coleen Lee, Lisa Wilson, Bethany Moss, Cheryl Smith, Laura McAndrews Sammel, Jessica Pyska.
  
- 2. NOTICE OF ANNUAL MEETING**  
**Election of Officers for 2023: Chair, Vice Chair, Secretary, Treasurer**  
Lacking a quorum of directors present, moved to the next Board meeting.
  
- 3. Receive and file minutes of LCTID meeting December 7, 2022 – Wilda Shock**  
Lacking a quorum of directors present, moved to the next Board meeting.
  
- 4. Financial Reports – Lynne Butcher**  
Report will be provided to the directors; no presentation.
  
- 5. Executive Director/Communications – Brian Fisher – UPDATES**  
**Social Media** – Report for December by Karen Pavone; will be distributed.  
**Website Analytics – Overview; Book Direct** – See report.  
**Management District Renewal Hearings** – See report for dates.  
**North of Ordinary Marketing Plan for 2023** – Region will have a presence at travel show in Denver; no San Francisco travel and leisure show in 2023.  
**Visit California Outlook Forum 2023** – Visit Lake County CA will be represented by Brian Fisher, Karen Pavone, Trudy Wakefield and Amber Row (Medium Giant).  
**Committee and Process to Recruit Executive Director** – Lacking a quorum of directors present, this subject will be discussed at the next Board meeting. Director Claffey has volunteered to serve on the committee.
  
- 6. Public Comment/Member Comments/Announcements**  
Vice Chair Maryann Schmid has submitted her resignation from the Board; it will be accepted at the next Board meeting.
  
- 7. Adjournment**  
Meeting adjourned by acting Chair Wilda Shock at 8:59 a.m.  
Meeting notes prepared by Secretary Wilda Shock.

**NEXT MEETING: Wednesday, February 1, 2023, 8:30 a.m. via Zoom**

**Agenda items due one week in advance (January 25, 2023)**