



**LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)  
DBA Visit Lake County California [www.lakecounty.com](http://www.lakecounty.com)  
Wednesday, February 1, 2023 – 8:30 AM via Zoo**

**MEETING MINUTES**

- 1. Call to order; Introductions; Establish Quorum – Christie White 8:33 AM**  
Directors present: Christie White, Wilda Shock, Lynne Butcher, David Claffey, Priya Dias, Alan Flora, Larry Galupe.  
Directors absent: Jaime Campanero, Jitu Ishwar, Vikesh Parmar.  
Contractors present: Brian Fisher, Karen Pavone.  
Guests present: Robert Boccabella, Nancy Hudson, Victor Fernandez, Bethany Moss, Patrick Sullivan, Cheryl Smith, Laura McAndrews Sammel, Coleen Lee, Michele Carson, Jessica Pyska.
- 2. Public Input**  
Laura McAndrews Sammel noted the Restaurant Expo and Restaurant Week activities being sponsored and coordinated by the Lake County Chamber and the Lake County Economic Development Corporation, February 5-11, and the Clear Lake Seaplane Splash-In being combined with Taste of Lake County on September 23, coordinated by Lakeport Main Street Association.
- 3. Receive and file minutes of LCTID meetings – Wilda Shock  
December 7, 2022 and January 4, 2023**  
Motion by Director Butcher, second by Director Flora to approve minutes from both meetings; approved by Directors present, 7-0.
- 4. Financial Reports – Lynne Butcher  
Review of Budget for 2023; Establish Audit Committee**  
Recap of report sent to Directors by email: loss of \$78,000 more than budgeted for period; bank balance at \$73,000 end of December 2022. Available funds will be extremely tight in 2023 with a slight increase in revenue being projected. Director Flora reported that the City of Clearlake is transitioning away from using HdL and will do collections in-house. Patrick Sullivan noted the three-way verification process between offices in the County (Tax Collector-County Administration-Auditor).
- 5. Executive Director/Communications – Brian Fisher**  
**UPDATES: (See slides)**
  - **Social Media – Report to come from Karen Pavone.**
  - **Website Analytics – Overview; Migration to Google Analytics 4, 7/1/23**  
Search and social to start February 1 at one-half the pace of February 2022.
  - **Book Direct – Inclusion of Short Term Rentals**  
Severe drop in lodging search activity due to no advertising. For Short Term Rentals there is no process in place for identifying properties added to the collections of the cities and the County. ED Fisher proposed to add API to our Book Direct which would add all STRs to our website. Director Claffey agreed this would allow us to become better in tracking and displaying STRs on the website.

Patrick Sullivan noted a shortcoming of the program is the difficulty to find properties early in their operations, making it a challenge to regulate. Directors Dias and Flora agreed with adding API, suggesting communication with all three jurisdictions; Directors all agreed by consensus to move ahead.

- **Management District Renewal Report; Hearings**

Process moving forward with resolutions of support by all three jurisdictions, with assessment rate being adjusted to 2 ½ percent.

- **Visit California Outlook Forum 2023/North of Ordinary (see slides)**

- **Committee and Process to Recruit Executive Director**

Job description and responsibilities to come from ED Fisher.

**6. Accept Resignation of Maryann Schmid**

Motion by Director Shock, second by Director Claffey, to accept with regret and gratitude the resignation of Maryann Schmid from the LCTID Board of Directors; approved, 7-0.

**7. NOTICE OF ANNUAL MEETING**

**Election of Officers for 2023: Chair, Vice Chair, Secretary, Treasurer**

**Nomination and Election Process for New Directors**

Motion by Director Shock, second by Director Claffey, to approve the nominations of Christie White, Chair; Susan Parker, Vice Chair; Wilda Shock, Secretary; and Lynne Butcher, Treasurer; approved 7-0. Director Flora and ED Fisher will conduct outreach for new directors. ED Fisher noted with the Brown Act requirements for in-person meetings, virtual meetings for a quorum of the Board are no longer optional. He would like a future discussion of a Bylaws amendment to create an executive committee empowered to make certain decisions between meetings, with less than a quorum of Directors participating.

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

Michele Carson, chair of the Certified Tourism Ambassador program, noted the group is brainstorming ideas for itineraries and will bring suggestions to the TID for review and placement on the website and in social media.

**9. Adjournment**

Meeting adjourned by Chair Christie White at 9:52 a.m.

Meeting minutes prepared by Secretary Wilda Shock.

**NEXT MEETING: Wednesday, April 5, 2023, Noon; Clearlake City Hall, Clearlake.**

**Agenda items due one week in advance (March 29, 2023).**