



LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)
DBA Visit Lake County California www.lakecounty.com

Wednesday, January 10, 2024 – Noon-2:00 PM
Riffe's Meeting House, Tallman Hotel – In Person
9550 Main Street, Upper Lake

MINUTES

1. Call to order; Introductions; Establish Quorum – Christie White at 12:05 p.m.

Board members present: Christie White, Wilda Shock, Lynne Butcher, David Claffey, Priya Dias, Alan Flora, Larry Galupe; excused absence, Susan Parker. Absent: Jitu Ishwar, Vikesh Parmar. Resignation of Alfredo Jaramillo accepted.

Guests: Robert Boccabella, Joey Hejnowicz, Ben Rickelman, Jeff Pletcher. Online: Bethany Moss.

2. NOTICE OF ANNUAL MEETING

Discussion about frequency of meetings; quarterly meetings favored by consensus; financial reports will be distributed monthly. Executive Director will report timely as needed.

Election of officers for 2024, motion by Director Claffey, second by Director Dias to continue the current slate of Chair White, Vice Chair Parker, Secretary Shock, and Treasurer Butcher. Approved 7-0. Board meeting locations will move around Lake County: April 3, July 10, September 25.

Board vacancy created by resignation of Director Jaramillo representing Robinson Rancheria Resort & Casino; motion by Director Butcher, second by Director White to nominate Jeff Pletcher to the Board. Approved 7-0.

3. Financial Reports – Lynne Butcher

Reports sent to Board prior to meeting; revenue estimated for balance of 2024, with projections to include increase from Konocti Harbor Resort and Huttopia. Approval of draft budget motion by Director Galupe, second by Director Shock, approved 8-0.

Executive Director Contract Term – Director Butcher proposed an increase in the monthly compensation for the Executive Director from \$5,000 to \$6,000 with contract update; motion by Director Butcher, second by Director Dias, approved 8-0. ED Fisher announced he would remain in the position through 2025; the Board will need to seek a new Executive Director. The job description will be updated for recruitment.

ED Fisher suggested a discussion about combining resources with other, countywide nonprofits such as the Lake County Winegrape Commission and the Lake County Chamber of Commerce; no discussion.

4. Approval of LCTID Meeting Minutes for October 11, 2023 – Motion by Director Flora, second by Director Claffey, approved. 7-0 (abstention by Director Fletcher).

5. Executive Director – Brian Fisher

• **Social Media Report and Contract**

Director Claffey motion, Director White second to approve continuing the social media contract with Karen Pavone at the same rate of compensation; approved 8-0.

Updates and slides presented:

• **Q3 2023 Media Performance**

• **Q1 & Q2 Media Overview**

• **LAKElife Magazine – publication to be available in March**

- **Visit California – Sacramento Mixer** – report on Lake County participation which included Joy Merrilees, Angela DePalma-Dow and Melinda Price along with ED Fisher, Director Galupe and Karen Pavone.
- **San Diego Bay Food & Wine Festival** – joined LC Winegrape Commission representatives
- **Visit California – Granfluencer Wine Country Tour** – visit in March by Kelly Stillwell
- **North of Ordinary** – annual meeting was combined with the Visit California mixer in Sacramento; received information about new guidelines for the regions with 80% of state funds to be used for out-of-state marketing, with 50-50 match; \$44K to each region for promotion and collaboration.
- **Visit California Outlook Forum 2024 – March 11-13, Palm Springs** - ED Fisher will attend.
- **Lake County Leadership Forum – May 22, Lakeport**- LCTID working with Lake EDC and LCCC to present; paid registration with sponsors.

6. **Adjournment** – at 1:45 p.m. by Chair White.

Meeting Minutes by Wilda Shock, Secretary
01-10-2024