

LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)

***DBA Visit Lake County California***

Board of Directors Meeting

Tuesday, April 28, 2020

A regular meeting of Lake County Tourism Improvement District Board of Directors convened on Tuesday, April 28, 2020. The meeting was conducted telephonically via Zoom.

***Call to Order*** The meeting was called to order at 1:04 p.m. by Director Wilda Shock. A quorum was present.

***Members Present*** Larry Galupe, Chair; Maryann Schmid, Vice Chair; Brian Fisher, Treasurer; Wilda Shock, Secretary; Lynne Butcher, Priya Dias, Alan Flora, Michelle Scully.

***Members Absent*** Jitu Ishwar, Vikesh Parmar.

***Guests Present*** Robert Boccabella, James Butler, Michael Chandler, Barbi Whitbeck, Lisa Wilson.

***Presentation*** **Chase Oeser, Business Development Executive, STR**, described the global company as a provider of premium data and analytics for the hospitality and lodging industry. The free dSTAR reports contain total number of rooms sold and the total amount of revenue collected for occupancy; the \$950/year subscription with monthly updates allows for the selection of properties for comparison with a 20% discount for the first year for each property enrolling in the program. The \$1500/year subscription provides weekly reports. To enroll, properties need to provide 18 months of historical data. The value of having aggregated data for an area such as Lake County was emphasized (marketing to developers, future sale of property, reports for the destination), with agreement amongst the lodging owners and operators to enroll in the free subscription for a trial period to see what the occupancy and ADR reports reveal. Fisher offered to send an invitation to the LCTID stakeholders to try the free dSTAR subscription.

Chair Larry Galupe presided for the remainder of the meeting.

***Approval of Minutes***

**M/S/C (Fisher/Flora)** To approve the minutes of the regular meeting of the LCTID Board of Directors held on April 14, 2020. Approved, 8-0.

***Financial Report***

Treasurer Fisher reported current fund balance of \$237,524; with anticipated expenditures, funds available will be \$95,396.

**M/S/C (Shock/Butcher)** To approve the Financial Report as presented. Approved, 8-0.

***Public Comment***

No public comment.

***Partnerships***

Barbi Whitbeck will bring an update on a stimulus package from Comcast to the next meeting.

Robert Boccabella noted the recent Town Hall meeting of the Certified Tourism Ambassadors held via Zoom that identified several initiatives, including training sessions that will be conducted similarly.

Director Fisher reported on the recent meeting of the North Coast Tourism Council that he and Chair Galupe participated in via Zoom, noting a positive development coming from the partnership with a re-branding of the marketing efforts for the region: a new marketing/public relations firm has been hired to develop a campaign (proposal will be sent to the LCTID directors), funds have been received from Visit California that may be directed to a driving market media campaign, and the \$5,000 participation level from the LCTID is agreeable while the DMOs from the other three counties (Del Norte, Humboldt and Mendocino) are contributing \$11,000 this year. The NCTC will participate in the Visit California magazine with a one-half page display ad.

### ***Communications Committee***

Director Scully reported on her discussion today with the Cubic Creative team who are planning an inclusive campaign to use the new branding and involve partners, following the meeting with staff of the Lake County Winegrape Commission. She suggests that the LCTID take the initiative and invite lodging and other businesses to come under the same marketing umbrella.

Director Fisher anticipates a reveal of the new website to come at the May 26 LCTID Board meeting, with a July 1 or later launch of the campaign, pending the COVID-19 situation.

Director Scully suggested the development of "social distancing" itineraries and requested ideas; Director Flora expressed concerns about inviting visitors from elsewhere into Lake County before shelter-in-place limitations are removed.

### ***LCTID Annual Report***

Chair Galupe offered to review the annual report from Visit Mendocino County and help with developing the LCTID annual report.

### ***Member Comments/Announcements***

Robert Boccabella queried whether the Lake County CTAs could use the "Clearly Different" tagline with the new logo; Director Fisher will provide a copy of the letter describing the trade mark authorization.

Director Fisher reported that two proposals have been received for social media work on behalf of the LCTID; the Communications Committee will review and present its recommendations at the next Board meeting.

### ***Adjournment***

The meeting of the LCTID Board of Directors was adjourned at 2:38 p.m. by Chair Galupe.

Submitted by Wilda Shock, Secretary

### **NEXT MEETING**

The next meeting of the LCTID Board will be held telephonically via Zoom on Tuesday, May 12, 2020, at 1:00 p.m.

