

LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)

DBA Visit Lake County California

Board of Directors Meeting

Tuesday, May 12, 2020

A regular meeting of Lake County Tourism Improvement District Board of Directors convened on Tuesday, May 12, 2020. The meeting was conducted telephonically via Zoom.

Call to Order The meeting was called to order at 1:05 p.m. by Chair Larry Galupe. A quorum was present.

Members Present Larry Galupe, Chair; Brian Fisher, Treasurer; Wilda Shock, Secretary; Lynne Butcher, Priya Dias, Alan Flora; Vikesh Parmar, Michelle Scully.

Members Absent Maryann Schmid, Jitu Ishwar.

Guests Present Robert Boccabella, Michele Carson, Jacie Casteel, Nicole Flora, Melissa Fulton, Pam Harpster, Nancy Hudson, Coleen Lee, Cheryl Smith, Debra Sommerfield, June Vejar, Helena Welsh, Lisa Wilson.

Approval of Minutes

M/S/C (Fisher/Scully) To approve the minutes of the regular meeting of the LCTID Board of Directors held on April 28, 2020. Approved, 7-0.

Financial Report

Treasurer Fisher reported current fund balance of \$237,524; with anticipated expenditures, funds available will be \$95,191. Report attached.

M/S/C (Shock/Butcher) To approve the Financial Report as presented. Approved, 7-0.

Director Vikesh Parmar joined the meeting.

Public Comment

Lisa Wilson described the virtual summit of Back to Camping with information to come to the TID; camping is in Stage 3 of the COVID-19/Shelter-In- Place reopening; she has an authorization certification for each guest (essential worker) housed at her campground.

Partnerships

North Coast Tourism Council – Directors Fisher and Scully participated in a recent conference call regarding collaboration in the region and with Visit California, with another discussion scheduled for May 13. The North Coast is doing a co-op display ad in the 2021 Visit CA magazine. The recent payment of \$5,000 is for FY 2019-20.

Certified Tourism Ambassador (CTA) – Director Scully provided background on engagement with the CTA program and the expectations of help from the Ambassadors with the reopening of hospitality businesses, with a theme of customer service. Several members of the Lake County CTA core group were in attendance and expressed interest in providing training and itinerary planning via virtual sessions. CTA is creating awareness of local restaurants, caterers, coffee shops and ice cream shops via Restaurant Week, May 17-24. They have developed a virtual Star Card for posting on the social media pages of facilities to acknowledge and recognize businesses. They would like to engage more frontline staff from lodging establishments in the CTA program. All were in agreement to combine ongoing communications (TID and CTA) to stakeholders.

Lake EDC/BARC –Director Scully described the role of the TID with the tourism industry and the efforts of the Lake County Economic Development Corporation and its Business Attraction and Retention Committee and the “We Care Pledge” campaign with Lake County Public Health.

Posters will be physically and electronically distributed to businesses self-certifying they meet criteria for reopening.

Wine Industry – Debra Sommerfield, Lake County Winegrape Commission (LCWC), and Helena Welsh, Lake County Winery Association (LCWA), expressed their support for the vision of the EDC to be representative of the economy in Lake County. The LCWA will encourage members to participate in the “We Care” program and display the poster. The industry representatives expressed support for the goal of cooperatively engaging lodging and wine businesses for the mutual benefit of all.

Communications Committee

STR Update - Director Fisher reported on the success of the recent email sent to LCTID stakeholders with information about enrollment in the dSTAR reports program of STR; 49% open rate for the email. Another email will be sent, again encouraging enrollment in the self-reporting program. Director Butcher reported that Chase Oeser, Business Development Executive for STR, wants to wait and see the results of the survey before quoting a subscription amount.

Social Media Contract Recommendations – Director Fisher reported the Committee’s recommendation to accept the proposal Karen Pavone, InkFarm Creative, noting that photography is included in her quote of a monthly retainer fee of \$1,200. The second proposal from Kim Lewis, KL Design Solutions, would require the purchase of photography/videography beyond her monthly fee of \$1,450. The need for a weekly blog post on the new website by a Lake County firm was emphasized; Cubic Creative will not be doing this work.

M/S/C (Shock/Butcher) – To approve the Communications Committee’s recommendation to accept the proposal from Karen Pavone, InkFarm Creative, and to start the contract on July 1, 2020. Approved, 8-0.

Website Development – Director Fisher acknowledged the support received from Debra Sommerfield and the Winegrape Commission to help build the LCTID inventory of assets; drone footage and photos have been made available for use on the website and with marketing efforts. Sample pages of the website-in-development were displayed, showing the work of Cubic to date on landing pages (Events, Stay, Blog, etc.). After the initial set up of content, the site will be self-administered using the templates that will be in place. The potential launch date could be July 1, pending the reopening of lodging and other businesses.

LCTID Annual Report

No report.

Member Comments/Announcements

Director Flora suggested the LCTID could encourage businesses to individually advocate to the public health officials about reopening, with assurances about following industry protocols. Director Flora reported that a new proposal has been received from HdL Companies regarding TOT and TID collections; he will review and report at future LCTID Board meetings.

Adjournment

The meeting of the LCTID Board of Directors was adjourned at 3:33 p.m. by Chair Galupe.

Respectfully submitted by Wilda Shock, Secretary

NEXT MEETING

The next meeting of the LCTID Board will be held telephonically via Zoom on Tuesday, May 26, 2020, at 1:00 p.m.