

LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)

Board of Directors Meeting

Tuesday, August 13, 2019

Fore Family Winery Tasting Room, Kelseyville, CA

1. Call to Order

Meeting called to order at 1:32 p.m. by Board Chair Larry Galupe with a quorum of Board members present: Lynne Butcher, Brian Fisher, Alan Flora, Larry Galupe, Mary Ann Schmid, Michelle Scully, and Wilda Shock. Board members absent: Jitu Ishwar and Havi Wijegunawardane.

Guests: Robert Boccabella, Tracy Klein, Andy Lucas, Debra Sommerfield, Jennifer Strong and Helena Welsh.

- 2. Konocti Challenge:** Information presentation by Jennifer Strong, Ride Director for the sponsoring Rotary Club of Lakeport. Distribution of survey comments, demographics and other related materials with a request for assistance in creating and offering special events on Sunday following the ride on Saturday, October 5; she will publicize through her emails to 2,500. Her messages have a verified open rate of 70-80%. The 2018 ride attracted 452 cyclists with 900 people served at the barbecue after the ride.

- 3. Klein Bookkeeping Service:** Tracy Klein introduced herself and the services she will provide for the TID. Her business is located in Kelseyville and she will send monthly financial reports to the Board. Phone: 707-279-1960; keepinbooks78@gmail.com.

- 4. Approval of Minutes:** TID Board meeting minutes for July 30, 2019, were approved as presented, m/s/c, 7-0 (Brian/Lynne).

5. Old Business

-Credit card application – referred to Tracy Klein.

-DogTrekker contract – deferred for future discussion when information about the budget is available.

-Sponsorship questionnaire and criteria for awarding funds – tabled for future discussion with budget information.

-Economic Development and Tourism Leadership Summit – Michelle outlined the concept for a joint event sponsored by the TID and the Lake EDC Boards, demonstrating alignment between the business sectors. More discussion will ensue at the EDC and Business Attraction and Retention Committee (BARC) meetings on August 21 with a report to the TID on August 27,

-Enforcement of TID collections – After collection reports for the fourth quarter (April-June 2019) from the cities of Clearlake (Alan) and Lakeport (Wilda) and background on the County approach (Michelle), the discussion about a policy for appeals or protests

from lodging stakeholders resulted in a motion by Alan, seconded by Brian, for the TID Board to let anyone know who has not paid their assessment that the District would be willing to waive the penalty and interest associated with the delinquent amount(s) and that the TID Board is not interested in a formal appeal process. Approved 7-0. Representatives of the three jurisdictions will meet with the County's Tax Administrator and return with a report at the next TID Board meeting.

Note: The TID website includes the TOT and TID remittance forms.

6. New Business

-Communications Committee Update

Presentation was made of the Cubic Creative work on the logo design submitted after their discussion with Brian, Michelle and Lynne. Two options were offered for consideration by the full Board, including colors, design, layout and graphics. After input from Board members and the public, motion to approve option #1 with minor changes to make it "more playful." m/s/c, 7-0 (Wilda/Brian).

-Cubic Schedule:

August 9-23 – refine work on logo option #1; campaign concept/media plan/marketing strategy and development;

August 26 – client presentation to Communications Committee;

August 27- TID Board meeting with review and determine next steps;

Week of September 9 – final revisions; presentation development;

Week of September 16 – executive presentation, include focus groups and immersion tour participants.

-TID Budget

Discussion re funding support for the Certified Tourism Ambassador (CTA) Program of the Lake County Chamber of Commerce with a recommendation from Michelle to provide \$4,000 for the next year, payable in quarterly amounts of \$1,000.

Discussion about trying an initial media campaign or saving TID funds for greater impact, emphasizing the importance of measurable outcomes through bookings. More discussion after FY revenue is determined.

Cubic will develop a questionnaire to help the TID Board identify target markets and budget available for campaigns.

-Affiliated Members

Michelle presented an outline for discussion covering assessments, agreements, additional revenue, monies in hand, potential agreements, and contracts.

Updates and more details will be provided as part of the FY budget preparation.

7. Next Meeting: August 27, 2019, 1:30 pm., Tallman Hotel, Upper Lake.

8. Adjournment: 4:05 p.m. by Board Chair Galupe, with thanks to Fore Family Winery for meeting space in their tasting room in downtown Kelseyville.

Wilda Shock, Secretary Pro Tempore for Havi Wijegunawardane