

LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)

Board of Directors Meeting Minutes

Tuesday, March 26, 2019, 1.30 PM

Lakeport City Hall

1.Call to Order:

Meeting Called to order at 1.37 PM by Vice Chair of Board Maryann Schmid.

2.Roll Call:

Board members attending: Maryann Schmid, Michelle Scully, Lynn Butcher, Alan Flora, Havi Wijegunawardane, Brian Fisher, Wilda Shock.

Public: David Wells, Sienna Spencer Markles, James Butler, Robert Bocebella.

Absent: Jitu Ishwar, Larry Galupe.

3.McCue Media Relations presentation:

presented by Sienna Spencer-Markles and David Wells – see attached McCue presentation.

4.Approval of Minutes:

Brian motioned to approve the minutes from 3.12.19 meeting, seconded by Lynn.

Approved by all.

5. Public Comment:

No public comments.

6. Old Business:

a. Director insurance - No update.

d. VLCC Bank Account – Havi will have final paperwork signed and submitted on Monday.

7. New Business:

a. Communications Committee update:

i)RFP's are due to be submitted by April 7. 5-6 RFP's are expected.

ii) Will be meeting with the Middletown Rancheria on April 18 to present on LC TID.

iii) There will be no Lake County special on the San Francisco Chronicle for 2019.

b. Appoint a representative for the City of Lakeport:

Michelle nominated Wilda Shock as the representative for the City of Lakeport, Brian seconded, all directors present in favor.

- c. Sign contracts with the cities of Clearlake and Lakeport:
 - i) Maryann signed the contract with the City of Clearlake. Contract will be on the City Council meeting agenda for approval on Thursday March 28
 - ii) City of Lakeport will bring forward a contract.

- d. Discuss the administration of the TID, job description of Executive Director:
Michelle will forward job descriptions to board.

- e. Discussion on how to track and quantify countywide occupancy.
An anonymous survey given to stakeholders at the Stakeholder Forum.

- f. Create checklist for media/ strategic relations.
Jitu and Maryann will work on strategic relations.

8. Action Items:

- i) Set up date and schedule for Stakeholder Forum.
- ii) Add CTA presentation to the agenda for April 9.
- iii) Discussion of marketing timeline and expenses.
- iv) Create response/requirements template for funding requests.
- v) Discussion about a potential contract with the Chamber Of Commerce.

9. Next Meeting Date: Tuesday, April 9, 1.30 PM at Lakeport City Hall.

10. Member Comments/Announcements:

Havi will not be present at the April 23, 2019 meeting.

11. Adjournment at 3:44 PM.