



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

Wednesday, December 7, 2022 – 8:30-9:30 AM

Zoom Meeting

<https://us02web.zoom.us/j/86229021071>

MEETING MINUTES

- 1. Call to order; Introductions; Establish Quorum – Christie White 8:34 AM**
Directors present: Christie White, Maryann Schmid, Wilda Shock, Lynne Butcher, David Claffey, Priya Dias, Alan Flora, Larry Galupe, Susan Parker (8:38), Vikesh Parmar (8:55).
Directors absent: Jaime Campanero, Jitu Ishwar.
Contractors present: Brian Fisher, Karen Pavone.
Guests present: Robert Boccabella, Bethany Moss, Victor Fernandez, Linda Sobieraj, Laura McAndrews Sammel, Coleen Lee, Patrick Sullivan, Jessica Pyska.
- 2. Receive and file minutes of LCTID meetings, Oct. 12, Nov. 2, 2022 – Wilda Shock**
M/S/C – Motion by Director Butcher, second by Director Schmid, to approve the meeting minutes for October 12 and November 2, 2022; 7 approved, 1 abstention (Director Galupe).
- 3. Financial Reports – Lynne Butcher**
Budget vs. Actuals report for January-November 2022 was presented to the Board; bank balance is \$97,197. We are meeting the anticipated budget except for the unbudgeted amount of \$25,000 for the Civitas contract for District renewal. Payment from City of Lakeport has been received; waiting for payment from the County of Lake. Payments from the City of Clearlake are received timely.
- 4. Executive Director/Communications – Brian Fisher**
UPDATES and ACTION REQUESTS
Social Media – Karen Pavone – Contract for 2023
Report for November will be provided to Board and meeting attendees.
M/S/C – Motion by Director Shock, second by Director Parker, to approve as presented the contract for social media services for January-December 2023; approved, 9-0.
Website Analytics/Book Direct Campaign – details in slide deck report. With a limited budget anticipated in 2023, funds will be directed to paid search and paid social media.
Management District Renewal Report – petitions in approval of renewing the District have been received from 50.88% of the paying stakeholders, enough to take the MDP to the Board of Supervisors for a scheduled hearing on December 13 at 9:15 a.m.
Assessment Adjustment for 2024-2033
M/S/C – Motion by Director Shock, second by Director Butcher, to reduce the proposed assessment rate from 3% to 2.5%; approved 9-0 by Directors White, Schmid, Shock, Butcher, Claffey, Dias, Flora, Galupe, Parker. Parmar not present for vote.
Revised timeline for public presentations and adoption of Resolution for the formation of the District for ten years is included in the report from the Executive Director. Civitas handles the mailing of the approved Plan to the stakeholders.

New Management District Plan

M/S/C – Motion by Director White, second by Director Parker, to approve the amended MDP; approved 9-0 by Directors White, Schmid, Shock, Butcher, Claffey, Dias, Galupe, Parker, Parmar. Flora not present for vote.

North of Ordinary Annual Meeting

Director Galupe and Executive Director Fisher will attend the Board of Directors meeting in Del Norte County on December 8-9. Plans will be confirmed for regional participation in consumer shows and cooperative marketing in 2023.

Visit California Outlook Forum 2023

Visit Lake County California will be represented by Brian Fisher, Trudy Wakefield, and Amber Row from Medium Giant.

Agreement for Services/Executive Director – exires 12/31/2022

ED Fisher expressed his desire to find a replacement for his position, stating he will continue providing services to the LCTID on a month-to-month basis until a permanent contractor is engaged. He recommended to the Board establishing a committee to consider the recruitment and hiring process. After brief discussion, the directors by consensus agreed to place the subject on the January Board meeting agenda.

Collaboration with Lake County Chamber of Commerce regarding family activities

Laura McAndrews Sammel, CEO of the LCCC, presented the concept of a survey to gain information from businesses, business associations and lodging stakeholders about events and offerings for families and children to be shared by the chambers, LCTID, Lake EDC and others via websites and social media.

5. Adjournment

Meeting adjourned by Chair Christie White at 9:09 a.m.

Meeting minutes prepared by Secretary Wilda Shock.

NEXT MEETING: Wednesday, January 4, 2023, 8:30 a.m. via Zoom

Agenda items due one week in advance.

12/07/2022