

LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)

DBA Visit Lake County California

Board of Directors Meeting

Tuesday, April 14, 2020

A regular meeting of Lake County Tourism Improvement District Board of Directors convened on Tuesday, April 14, 2020. The meeting was conducted telephonically via Zoom.

Call to Order The meeting was called to order at 1:00 p.m. by Director Michelle Scully. A quorum was present.

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

Members Absent Maryann Schmid, Vice Chair; Vikesh Parmar.

Guests Present Robert Boccabella, Michele Carson, Jaci Casteel, Melissa Fulton, Helena Welsh, Lisa Wilson.

Presentation Carl Ribaldo, President of SMG Consulting, led a discussion regarding destination marketing after COVID-19 shelter-in-place orders are rescinded or altered. Two recommendations: 1) "Don't get hung up on a single timeline" for executing next steps; 2) "Consider alignment with other destinations" and be arranging now to leverage funds with promotional discounts, recognizing that other destinations in Northern California will be emerging from SIP orders at the same time. He sees an opportunity with the Zoom meetings and technology that will continue. Determine where special events fit in destination marketing as consumers will have a heightened consciousness regarding hygiene and security (food, lodging). He sees DMOs morphing into helping other businesses (retailers) and being competitive where they have not been. Being a small county is an advantage. Ribaldo confirmed that the mandate for funding has changed for Visit California with dynamics of the international market "crumbling" and more emphasis being placed on domestic attractions and destinations. View his website, www.smgonline.net.

Due to technical difficulties experienced by Chair Galupe, Secretary Shock conducted the remainder of the meeting.

Approval of Minutes

M/S/C (Flora/Fisher) To approve the minutes of the regular meeting of the LCTID Board of Directors held on March 31, 2020. Approved, 6-0 (Dias and Ishwar absent).

Financial Report

Treasurer Fisher reported funds available after anticipated expenses will be \$95,774.

Public Comment

Robert Boccabella noted the Certified Tourism Ambassador town hall and social will be conducted via Zoom; he seeks topics for discussion. He also noted his continuing campaign to activate the camera on Mount Konocti for broadcasting Lake County photos to Bay Area and Sacramento television stations, especially during the summer months. Director Flora offered to contact the County IT staff in this regard.

Partnerships

Director Fisher reported on his recent conversation with Amber Row of Cubic Creative and that work on the website is progressing with the designer despite internal adjustments made with their staff during the COVID-19 shelter orders.

Directors Fisher and Scully, along with Helena Welsh of the Lake County Winery Association, met recently with the Lake County Winegrape Commission staff to discuss working together to refresh and re-brand the Commission; sharing of assets (photos, videos) was confirmed.

The contract with BrandHound ends in June and the final payment has been made for their work on blogs, social media and website. Director Fisher noted he has requested a proposal from Karen Pavone, a Lake County commercial photographer who does similar work for other organizations, to take over social media for the LCTID. Director Butcher suggested seeking other proposals to evaluate work of people based in Lake County who might be interested.

Melissa Fulton, CEO of the Lake County Chamber of Commerce, noted their new gift card campaign; she will seek additional information from the St. Helena chamber which is doing something similar to benefit businesses during the shelter-in-place orders. She suggested that the LCTID could help with promotion, along with BrandHound. More information will come to the LCTID Board at future meetings.

Communications Committee

Director Scully noted that the North Coast Tourism Council is also changing its emphasis to the domestic market. The next meeting of its board is on April 24, 2020, via Zoom.

LCTID Annual Report

Director Flora will review elements to be included in the report and make assignments to the other Board members. The report is due 30 days after the close of the fiscal year.

Member Comments/Announcements

Director Scully advised that her County budget request for Marketing and Economic Development will propose continued funding for the LCTID at the same level. Commenting upon Ribaud's presentation, she suggested that the LCTID could encourage each industry to develop its own standards of conduct after SIP and assist in compiling guidelines that would become part of the "Lake County message" when businesses re-open.

Director Flora connected HdL Companies with Patrick Sullivan, Tax Administrator for the County, for further discussion following the March 31 meeting. Flora would like to see all four jurisdictions (LCTID, County of Lake, City of Clearlake and City of Lakeport) consider a coordinated assessment and collection package. The requested proposal from HdL will be shared with the Board when received.

Adjournment

The meeting of the LCTID Board of Directors was adjourned at 2:50 p.m. by Secretary Shock.

NEXT MEETING

The next meeting of the LCTID Board will be held telephonically via Zoom on Tuesday, April 28, 2020, at 1:00 p.m.

Submitted by Wilda Shock, Secretary