



**LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)**

***DBA Visit Lake County California*** [www.lakecounty.com](http://www.lakecounty.com)

**Wednesday, April 6, 2022 – 8:30-9:30 AM**

**Zoom Meeting**

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

**MINUTES**

- 1. Call to order; Introductions; Establish Quorum – Christie White 8:30 AM**  
Quorum established, Directors (7) present: Christie White, Maryann Schmid, Wilda Shock, Lynne Butcher, Alan Flora, Larry Galupe, Susan Parker. David Claffey arrived at 8:40 a.m. Directors absent: Jaime Campanero, Priya Dias, Jitu Ishwar, Vikesh Parmar. Guests: Jenni Byers, Robert Boccabella, Barbi Whitbeck, Laura Sammel, Marie Schrader, Coleen Lee, Sonja Poe, Cheryl Smith, Jessica Pyska. Contractors present: Brian Fisher, Karen Pavone, Megan Andrus.
- 2. Receive and file minutes of LCTID regular meeting of March 2, 2022 – Wilda Shock**  
**M/S/C** Motion by Lynne Butcher, second by Maryann Schmid to accept minutes; motion approved, 7-0.
- 3. Financial Reports – Lynne Butcher**  
Waiting for FY 21/22 Q2 (ending 12/31/21) revenue from County of Lake and City of Lakeport; monthly expenses of \$35-40,000 for contracts and agreements; \$270,000 in bank account. Financial statements have been provided to the Board.
- 4. Executive Director/Communications – Brian Fisher**  
**Discussion and Action: District Renewal Process/Contract Proposal from Civitas**  
**M/S/C** Motion by Maryann Schmid, second by Christie White to approve agreement with Civitas in the amount of \$41,500; motion approved 8-0. Executive Director Fisher will execute and start the work with Civitas.

**UPDATES:**

- **Social Media and Public Relations**  
Presentations made by Karen Pavone and Megan Andrus.
- **Website Analytics**  
Report will be provided to Board and meeting attendees.
- **TikTok**  
VLCC's own channel has been launched.
- **BookDirect**  
Working on customizing widgets and navigation bar; should be ready in May.
- **Lake County Visitor Map**  
Paper shortage has led to new quotes and new printer; expected to be ready for Travel & Adventure show in May.

- **Community Meetings**  
Executive Director Fisher meeting with organizations to encourage business listings be added to the VLCC website; will attend the Topping Off ceremony at the Charles Schulz Sonoma County Airport to learn of any opportunities.
- **STR Ordinance**  
An ordinance revision will be submitted by Patrick Sullivan, Tax Administrator, to the Lake County Board of Supervisors on April 12; it will include a voluntary collection agreement for short term rental operators.
- **Annual Report**  
Executive Director Fisher will prepare and present to the County of Lake, City of Clearlake and City of Lakeport during the month of May.
- **SF/Bay Area Travel & Adventure Show, May 21-22**  
Lake County is partnering with North of Ordinary counties (Mendocino, Humboldt and Del Norte) to participate in this consumer show at the Santa Clara Convention Center. The Tallman Hotel and Blue Wing Saloon are offering packages; the new Lake County Visitors Map will be distributed.

**5. Public Comment/Member Comments/Announcements**

Larry Galupe commented on the opportunity to work with experienced destination marketers from the other counties in the North Coast. Marie Schrader noted events being sponsored by the Lakeport Main Street Association: the Easter Bunny will be visit several business locations; citywide sidewalk and yard sale with Google map on April 30.

**6. Adjournment**

Meeting adjourned at 9:08 a.m.  
Minutes prepared by Wilda Shock, Secretary

**NEXT MEETINGS: Monthly on first Wednesdays, 8:30 a.m.  
Agenda items due one week in advance.**

**04/06/2022**