

LAKE COUNTY TOURISM IMPROVEMENT DISTRICT (LCTID)

Board of Directors Meeting

Tuesday, June 4, 2019

Clearlake City Hall

14050 Olympic Drive

Clearlake, California

1. Call to Order

Meeting called to order by Chair of Board Larry Galupe at 1:40 PM.

2. Roll Call

Board of Directors

Lynne Butcher	Present	Larry Galupe	Present
Maryann Schmid	Present	Michelle Scully	Present
Alan Flora	Present	Brian Fisher	Present
Wilda Shock	Present	Havi Wijegunawardane	Present
Jitu Ishwar	Absent		

3. Public Comment – No Comments

4. Approval of Minutes for May 21, 2019

m/s/c (Brian/Lynne) Approved as presented, 8-0

5. Old Business

a. Credit card application - Larry handed the application to Havi.

6. New Business

a. Communications Committee / Cubic Creative immersion trip update:

An itinerary has been created for the team from Cubic Creative for June 10 through June 14. It will include focus group meetings with stakeholders and tours around the county. Invitations have been sent to 86 individuals; others were identified to be included in the focus groups through personal contact.

Cubic Creative submitted the first invoice for the work completed.

b. Third party vendor contracts update:

VLCC should create a FAM tour subcommittee. Lynne and Wilda agreed to develop criteria and a process to vet the media for any pro bono requests.

VLCC needs to create criteria for responding to requests for funding support from community interests.

7. Action Items

Create a list of county improvement projects.

Re-evaluate existing funding.

Host an information presentation/stakeholder event after Cubic Creative provides a brand for VLCC, with outreach to the tribal councils.

8. Set next meeting date

June 18, 1:30 PM, Twin Pine Casino & Hotel, 22223 Hwy 29, Middletown.

9. Member Comments/Announcements

Wilda announced that on Friday, June 7, the former Bank of America building in Lakeport will be dedicated as the Lakeport Community Center.

10. Adjournment

Meeting adjourned at 3:09 PM by Chair of Board Larry Galupe.