



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

Wednesday, January 8, 2025 – 12:00 Noon

Board Meeting - In Person

Twin Pine Casino & Hotel, Suite 212 - 22223 Hwy 29, Middletown

MINUTES

1. Call to order; Introductions; Establish Quorum – Christie White at 12:02 p.m.

Board members present: Christie White, Susan Parker, Wilda Shock, Lynne Butcher, David Claffey, Priya Dias, Larry Galupe, Jeff Warrenburg. Excused: Alan Flora, Jeff Pletcher.

Guests: Amanda Martin, Coleen Lee, Barbi Whitlock, Robert Boccabella, Mark Lipps, Ali Hunt, Denise Vicars, Ben Rickelman.

Consultants: Brian Fisher, Executive Director; Karen Pavone, Social Media.

2. NOTICE OF ANNUAL MEETING – Christie White

Election of Officers for 2025: Chair, Vice Chair, Secretary, Treasurer – Slate presented with current officers to continue, motion by Director Shock, second by Director Claffey, approved 8-0: Chair White, Vice Chair Parker, Secretary Shock, Treasurer Butcher.

Meeting Schedule for 2025: Frequency, Format, Venue – Quarterly meetings for April 2 at Featherbed Railroad B&B, Nice; July 9 at Skylark Shores Resort, Lakeport; October 1 at Stein & Wein, Clearlake; January 2026, Twin Pine Casino Hotel, Middletown; meetings at Noon – motion by Director Warrenburg, second by Director Butcher to adopt the meeting schedule and venues as proposed.

3. Financial Reports – Lynne Butcher

Payments have not been received from the County and the City of Lakeport; jurisdictions will be approached about wiring funds in the future; forecasting \$600,000 in revenue for 2025 and expect to spend the majority of funds, retaining \$35,000, continuing with the same amount in the marketing budget as in 2024. The photo assets obtained through work with the Lake County Winegrape Commission will be used to produce 60-90 second reels; Karen Pavone will use 15 second videos for social media.

Budget for 2025 presented – motion by Director Galupe, second by Director Dias to approve the budget as presented, approved 8-0.

Review/Action - Executive Director's Contract and Compensation

Director Butcher recommended an increase in compensation to Executive Director Brian Fisher of \$1,000 per month as a consultant with no benefits – motion by Director Butcher, second by Director Warrenburg to revise compensation to \$7,000/month, approved 8-0.

ED Fisher suggested the Board begin seeking new management leadership after 2025.

4. Approval of LCTID Board Meeting Minutes for September 18, 2024 – Motion by Director Butcher, second by Director White, motion approved 8-0.

5. Executive Director – Brian Fisher Complete slide deck distributed following the meeting.

- **Social Media and Website Reports** Presentation by Karen Pavone distributed after meeting.
- **Q3 Media Performance**
- **Google Analytics**
- **Q 1/2 2025 Media Plan**

- **San Diego Food & Wine Event** – probably won't attend in 2025 due to wine industry conditions and decision of Lake County Winegrape Commission.
- **Influencer: Discover California Reel and Visit** – partnership with Calistoga Chamber of Commerce included hike of Mt. Konocti; assets to be provided to LCTID/VLCC.
- **North of Ordinary Update** - \$11,000 from each of the 4 counties in region, matched by Visit CA for total of \$88,000 for marketing.
- **LAKE Life California 2025 – Magazine Sales Update** – media kit and advertising sales underway.
- **Certified Tourism Ambassador (CTA) Program Update** – Report from Michele Carson, Chair, presented by Director Shock.
- **Visit CA Outlook Forum 2025 – March 3-5, Los Angeles** - ED Fisher will attend.

6. Public Comments/Member Comments/Announcements

Skylark Shores Resort (Jeff Warrenburg) and Ripe Choice Farm (Mark Lipps) event venues described; Getaway House on Morgan Valley Road, Lower Lake, will become Postcard Cabin in late 2025/early 2026 with 58 rooms (Brian Fisher); Restaurant Expo being promoted by Lake EDC and LC Chamber (Wilda Shock); Featherbed Railroad B&B (Ali Hunt) working on event re-designing.

7. Adjournment – at 1:34 p.m. by Chair Christie White.

Meeting Minutes by Wilda Shock, Secretary

NEXT MEETINGS: Dates and Locations

April 2 – Featherbed Railroad B&B, Nice

July 9 – Skylark Shores Resort, Lakeport

October 1 – Stein & Wein, Clearlake

January 2026 – Twin Pine Casino Hotel, Middletown