

# SCWA



## BOARD OF DIRECTORS MEETING **minutes**

**Tuesday July 10, 2018** California Welcome Center

The regular June quarterly meeting of the **Shasta Cascade Wonderland Association** was held on Tuesday, July 10, 2018 at the Anderson Welcome Center. The meeting was called to order at 10:00 a.m. by Chairman Ed Rullman. A quorum was confirmed; the following board members were present:

1. Ed Rullman- President Redding/Shasta County
2. Dave Gowan – Vice President, Tehama County (via phone)
3. Jeff Titcomb – Secretary/Treasurer, Plumas County
4. Melissa Schuster – Butte County
5. Patricia Hagata – Lassen County (via phone)
6. Tina Peluso – Shasta County East
7. Michael Han – Shasta County South
8. Matt Doyle – Shasta County North
9. Jim Mullins - Siskiyou County (via phone)
10. Kelli Gant – Trinity County

Attendees:

11. Laurie Baker – SCWA General Manager
12. Lisa May – Director of Tourism (via phone)
13. Christina Han – Office Administrator

1. Approval of March 2018 Minutes:
  - a. Kelli motioned to approve minutes, Matt 2<sup>nd</sup>.
  - b. No discussion, all in favor, motion passed.
2. Executive Board Nominations:
  - a. Laurie opened the floor for nominations.
  - b. Melissa nominated Ed for President.
  - c. Kelli nominated Dave for Vice President & Jeff for Secretary/Treasurer.
  - d. Motion made to approve the nominees by Melissa, Kelli 2<sup>nd</sup>.
  - e. All in favor, motion passed.
3. Financial Update:
  - a. Laurie reviewed statement, commented that she verified back taxes have been paid in full. Jeff suggested checking into an investment fund such as a Local Agency Fund to move the Reserve dollars.
  - b. Melissa motioned to approve Financials, Jeff 2<sup>nd</sup>, all in favor, approved.

4. Preliminary Budget:
  - a. Special Projects – grant from First5 Shasta to create a Northern California Safety Recreation Map bringing an additional \$7100 to cover printing costs.
  - b. Discussion on high Internet/phone expense and possibility of researching less expensive service. Matt offered to assist.
  - c. Kelli motioned to approve budget, Michael 2<sup>nd</sup>, all in favor, motion passed.
5. Bylaw/Policy Change:
  - a. Mike began discussion on challenges of maintaining full board representation for board to function optimally. Ed & Melissa agreed there should be accountability and responsibility. Melissa suggested members should be required to attend at least one meeting a year in person.
  - b. Ed asked Mike to work w/ Laurie on the verbiage to change By-Laws. May need an attorney to review since our by-laws are very old.
6. Review of SF Chronicle Shasta Cascade Insert.
  - a. Ed commented that he was somewhat disappointed, is the Chronicle staff going to the right people to place ads? We have a lot more to offer than what is portrayed. Mike commented that this is the third year in a row, maybe participants aren't feeling a benefit since there are no metrics, and there is minimal time to put an ad together. Budgets may not allow for print advertising.
  - b. Explore Butte County chooses not to participate in SC marketing efforts having their own \$1 million budget to promote themselves. Melissa working on better collaboration.
  - c. Ed suggests Chronicle starts insert before the Tourism Summit, not after, for more time.
  - d. Chronicle's policy is to not write about businesses in their articles if they have paid advertisements in the insert.
7. Tourism Summit Recap:
  - a. Comments: Highest attendance to date – venue was good, mixer a success. Goal is to educate attendees on who we are and what we do. Good feedback – strategic planning well received, Cannabis topic bold but not harmful. A speaker from a big online booking agency at next summit (Expedia or Priceline) was suggested. Ed believes a speaker from Trip Advisor would be more beneficial at the summit than Expedia or Priceline. Kelli asked how do we get businesses on Google Maps and Trip Advisor? Melissa asked how can we use AirBnB as a tool?
8. 2019 Tourism Summit Dates/Location
  - a. Mixer – Wednesday April 3
  - b. Summit – Thursday April 4
  - c. Location suggestions: Mixer-Final Draft, Summit – Sheraton

9. County Share Time:

Siskiyou – Jim – 4<sup>th</sup> of July – Attendance of 8,000-10,000 people, Visitor Bureau had 200-300 visitors. Yreka Chamber has new director.

Lassen – Patricia - Classic Car Show –June – new location, good attendance. Lassen County Fair next week. New office assistant at Lassen County Chamber.

Shasta County East – Tina - Burney Basin Days just finished, Farmers Market starting up. Fishing & kayaking. Great Shasta Rail Trail – 11 miles open. Burney Chamber has a new manager.

Plumas – Jeff – Lake Almanor is full, great 4<sup>th</sup> of July. Gold Digger Days - July 21 Greenville. Susanville Symphony coming to Greenville Aug 10, aligning with County Fair.

Butte – Melissa - Oroville struggling with getting word on lake levels, Paradise working on sister city with Billings Mt.- “Yellowstone Kelly” lived and died in Paradise.

Trinity – Kelli – new Chamber president, may shut down VC. Frontier Days (living history) in Weaverville, good turnout. NorCal Jazz Festival July 28. Fourth of July Celebration shut down 299. SunTex – Marina Day on Trinity. Pinewood Cove has new owners. Lakeview Terrace, Lewiston Lake has new owners.

Shasta County North – Matt – LA, Reno and Washington visitors increasing, attendance up 20% at the Caverns. Tzadi bought Basshole, Sugarloaf Marina has small boat rentals. New laws on life jackets for children and boating licenses. Shasta Marina has new 65 ft. houseboat. City of Shasta Lake - Win-River building a hotel. Cannabis industry filling Industrial Park. By end of 2019 – contract to raise Shasta Dam, section of I-5 will be re-located, new bridge.

Shasta County South – Mike - Highlands Ranch restoring Childs Meadow lodging, almost ready. Lassen Park having record year, RFP was not awarded to CalParks so they will step down the end of 2018.

Redding – Ed – Beer Week – 10-day event. July 28-30<sup>th</sup> Redd Sun Festival at Civic – rock and country combo expecting 10,000 attendees.

10. Adjournment:

- a. Matt motioned to adjourn, Mike 2<sup>nd</sup>
- b. All in favor, motion passed.
- c. Meeting adjourned at 11:51 am.