

SCWA



BOARD OF DIRECTORS MEETING **minutes**

Tuesday March 13, 2018 California Welcome Center

The regular quarterly meeting of the **Shasta Cascade Wonderland Association** was held on Tuesday, March 13, 2018 at the Anderson Welcome Center. The meeting was called to order at 10:02 a.m. by Chairman Ed Rullman. A quorum was confirmed; the following board members and guests were present:

1. Ed Rullman- President Redding/Shasta County
2. Jeff Titcomb – Secretary/Treasurer, Plumas County
3. Lorissa Soriano – Modoc County
4. Patricia Hagata – Lassen County
5. Kelli Gant – Trinity County (via phone)
6. Matt Doyle – Shasta County North (via phone)
7. Jim Mullins - Siskiyou County (via phone)

Attendees:

8. Lisa May – Director of Tourism (via phone)
 9. Christina Han – Office Administrator
1. Approval of December 2017 Minutes:
 - a. Jeff motioned to approve minutes, Patricia 2nd
 - b. No discussion, all in favor, motion passed.
 2. Financial Update:
 - a. Ed reviewed various line items, general discussion
 - b. Jeff motioned to approve Financials, Kelli 2nd
 - c. All in favor, motion passed.
 3. Tourism Summit Update:
 - a. Lisa gave a general overview of agenda draft and made request for raffle prizes from each board member to represent their county. For Strategic Planning Session, she asked each board member to invite 2 representatives from their respective counties with a tourism background and financial influence.
 - i. Discussion on whether a Strategic Planning Session would be an appropriate topic for the Tourism Summit, some have had experience that there is little follow-through or implementation. Tourism Summit attendees prefer to receive information rather than have to contribute ideas.
 - b. Suggestions for additional break-out sessions:

- i. Redding Hotel Front Desk Training. Invite Front desk hotel staff to attend summit.
- ii. Kelli suggested a “county marketing idea exchange” to share campaign concepts that work.

4. Consultant’s 2017 Observations/Recommendations:

a. Ed summarized that overall, we are doing things right, but we need to address the concerns the community has regarding our role. The detailed report will be emailed to the board members.

5. CEO Evaluation Process:

a. Ed – a group needs to be formed to perform a formal evaluation of our CEO. The group needs to set goals so Laurie knows what we’re looking for. Dave Grabeal (RTMG Board member), Ed Rullman and Jeff Titcomb volunteered. One more person is needed. Patricia suggested having a policy with an evaluation calendar so the CEO knows when to expect them. Ed asked Jeff to suggest dates.

b. Lorissa made a motion to develop an evaluation process, policy and panel. Patricia 2nd. All in favor, motion passed.

6. San Diego Travel & Adventure Show Green Screen:

a. Lisa shared the great success with the green screen concept, it generated lots of engagement and interaction. Cost per participant next year: \$2500

7. New Website:

Lisa and Chris shared some of the pages of the new site to illustrate the layout. Reviewed the International pages and played the promo video for Chinese visitors.

8. New SCWA logo:

Ed shared the Upstate California logo. Discussion on how final decision was made. Some commentary that the circle encompasses too much of the state.

10. County Share Time:

Siskiyou – Jim – Mt. Shasta Conference in May. Mt. Shasta is now an Official Trail Town for the PCT.

Trinity – Kelli – Economic Development Corp. doing an assessment mapping project. Looking for new location for Trinity Chamber. Frontier Days May 12 (living history 1850’s -1900’s). April 7- Chalk on the Walk (using concrete/art to draw)

Shasta County North – Matt – rainfall is on track, summer bookings are good, lake is at 39 ft.. ISE show in Sacramento had great response. Presidents’ week brought a 260% increase in visitation (schools were out). In 2020, Shasta Caverns is hosting the National Cave Association Convention, a weeklong event.

Plumas – Jeff – Indian Valley century rides – Memorial Weekend. Nakoma’s recreation center now open, includes wine tasting. High Sierra Music Festival 4th of July.

Lassen – Patricia – Chamber represented at Reno Outdoor Recreation Show and Modoc County Outdoor Show. Moving to a new building, includes a digital sign. Spring Home & Garden Show in April.

Modoc – Lorissa – Int'l Sportsman's Expo had 40,000 attendees. Participating in Reno Outdoor Recreation Show. Sportsman Day – April 21/22 and 28/29. Cowboy Guitar Festival Jul 26. Possible federal funding for outdoor recreation available. Her new office is in Modoc National Wildlife Refuge building.

Redding – Ed – Sheraton Redding open, first 4-star property in Shasta County. Kool April Nites, last weekend in April. Back the Blue – a Crossfit competition is in the organizational stage. Colt 45s Baseball team – season begins Memorial Weekend; an event is planned to feature retired pro players. Redding Rodeo in May. Mt. Shasta Mall renovation – Sears gone, Sprouts and Home Goods coming in. Downtown Revitalization – revamping Dickers and old police station. Five craft breweries in Redding now. New branding image for the city – over ½ million dollars raised to identify Redding positively.

11. Visit California award – Ed shared the award that Dave Gowan received on behalf of SCWA.

12. Adjournment:

a. Patricia motioned to adjourn, Jeff 2nd

b. All in favor, motion passed.

c. Meeting adjourned at 11:32 am.