

SCWA

BOARD OF DIRECTORS MEETING minutes

Tuesday December 11, 2018 California Welcome Center

The regular December quarterly meeting of the Shasta-Cascade Wonderland Association was held on Tuesday, December 11, 2018 at the Anderson Welcome Center. The meeting was called to order at 10:04 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
3. Jim Mullins - Siskiyou County
4. Kelli Gant – Trinity County
5. Mike Han – Shasta County South (via phone)
6. Tina Peluso – Shasta County East (via phone)
7. Matt Doyle – Shasta County North (via phone)

Attendees:

8. Laurie Baker – SCWA General Manager
9. Lisa May – Director of Tourism (via phone)
10. Christina Han – Office Administrator

1. Approval of October 2018 Minutes:

- a. Jim motioned to approve minutes, Dave 2nd
- b. No discussion, all in favor, motion passed.

2. Financial Update:

- a. Laurie reviewed Financial Update, general discussion.
- b. Kelli motioned to approve the Financial Update, Mike 2nd
- c. All in favor, motion passed.

3. Board Director Position – Shasta County South:

- a. Laurie shared Mike Han’s resignation. His business is increasingly taking him outside of Shasta County.

- b. Laurie announced Jake Mangas – CEO of Redding Chamber as replacement candidate. Dave motioned to accept Jake Mangas as Shasta County South Director, Mike 2nd. All in favor, none opposed.
4. Bylaw Changes:
- a. Laurie pointed out addition on Page 3, Article 5: a substitute representative may be appointed when necessary to represent a county and have voting rights to assure a full quorum at future meetings.
 - b. Article 7: adding slash to Secretary/Treasurer. This change was to match the Bylaw verbiage to conform to the long standing actual practice of having the Secretary and Treasurer being filled as one position by one person.
 - c. Jim motioned to accept these Bylaw changes. Kelli 2nd. All in favor, motion passed.
5. Tourism Summit Name Suggestions:
- a. Laurie stated she would re-send the current list of summit names that have been suggested for the Board’s input.
6. Crisis Communication Plan:
- a. Laurie invited the Board to share their individual crisis plans so we as an organization can start to work on ideas that can be shared and be of value to other counties. Ed remarked that it starts with cities, to assess the crisis and then each county can try to be helpful to the next county. The past fire disasters had a minimal amount of coordination between hotels to assist displaced victims. There is a necessity for an organized crisis plan. Since we represent the 8 counties that could be affected, it would be wise to start working on a crisis plan, along with post-crisis marketing ideas. Dave added that Tehama received about 2,000 displaced people. They opened a distribution center in a warehouse with needed items and resources. Lisa commented that we reached out to Explore Butte and shared info on our website, guidelines on FEMA certificate eligibility, etc. Mike suggested a committee should be formed to create a plan. Ed stated that after the RTMG meeting we’ll have other candidates for a committee. Next board meeting he will share more info.
7. Marketing Co-Op Opportunities:
- a. San Diego Travel & Adventure Show
Laurie shared a co-op opportunity for the San Diego Travel & Adventure Show. Once again there will be a green screen booth with photos of each county and a booth to gather additional information. She will send all an email with picture and details on the opportunity to participate. Kelli commented that it’s cheaper to participate in the green screen instead of the SF Chronicle insert. Buy-ins get to secure what they want and the Redding team chooses the rest.
 - b. Visit California – 50 Amazing Road Trips
A new Bookazine publication – 200,000 copies, \$30,000 for a full-page ad (co-op opportunity). Nationwide distribution will be launched June – Sept 2019 via newsstands, Barnes & Noble, etc.

- c. Back-in-business Co-op
Visit California approved \$25,000 to help Trinity, Siskiyou and Redding recover from the media coverage about the Carr/Hirz/Delta Fires. The funding was given to Shasta-Cascade to make a plan that brings all three together yet helps them individually. The campaign has been formulated, content is being collected and the overall message will be distributed as soon as possible to show that the area is open for visitors.

8. Comments/Questions/County Share Time:

- a. Shasta-North: Matt gave the report stating that the Thanksgiving business was strong. They incorporated “purple air quality” monitor to let people know that air at the Caverns was clear; it prevented 80% of people from cancelling. There will be another Raising of Dam meeting this week at Holiday Inn.
- b. Siskiyou: Jim reported that Mt. Shasta Ski Park is opening December 12th. The Winter Magic Light Parade had 20 floats despite the rain. Tourism was down about 70% due to fires. They have a new Board of Directors at Chamber and Visitors Bureau. Mt. Shasta, Dunsmuir, and Weed will all permit legal cannabis cultivation as a way to increase tax revenue. They have 7 permits in Mt. Shasta for dispensary and manufacturing businesses and a Cannabis forum was held last week, Jim was the moderator. The Dunsmuir Chamber may close. McCloud has a new chamber staff.
- c. Tehama: Dave shared that the Christmas parade had a great turnout and that Tehama has two businesses opening in the future: Ross & Marshall’s. The new Chamber directory is out in both print and digital format.
- d. Trinity: Kelli said Weaverville is gearing up for Magic Mountain Christmas, and looking forward to the opening of a new bakery and florist. Empty store front windows are being repurposed to market area attractions. Tourism was down due to the fires and Hwy 299 delays, but fire crews were able to use the accommodations. There were 230 cannabis cultivation licenses issued. Market moving toward cannabis oils (no odor). Closing Visitor Center unless Weaverville Chamber of Commerce takes over dependent upon funding. New lodging owners want a lodging association. Will attempt a TBID again in about a year.
- e. Redding: Ed reported that Redding is undergoing major changes, a significant makeover is underway in the downtown district. There are plans to relocate Costco to Bechelli Lane with building expected to start in the summer 2019. Carr Fire clean up almost complete in some areas, non-stop flights to LAX are scheduled to start in March. A \$1 Million guarantee fund is needed to subsidize ticket revenue. This guarantee is not yet fully funded but a fully funded guarantee is part of the agreement with United.

9. Adjournment

- a. Dave motioned to adjourn, Matt 2nd
- b. All in favor, motion passed.
- c. Meeting adjourned at 11:26 am.