

SCWA

BOARD OF DIRECTORS MEETING minutes

Tuesday March 12, 2019 California Welcome Center

The regular March quarterly meeting of the Shasta Cascade Wonderland Association was held on Tuesday, March 12, 2019 at the Anderson Welcome Center. The meeting was called to order at 10:09 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. Kelli Gant – Trinity County
4. Matt Doyle – Shasta County North
5. Melissa Schuster – Butte County
6. Jake Mangas – Shasta County South
7. Jeff Titcomb – Plumas County
8. Lorissa Soriano – Modoc County (via phone)
9. Patricia Hagata – Lassen County (via phone)

Guest:

Carolyn Denero – Explore Butte County

Attendees:

Laurie Baker – SCWA General Manager

Lisa May – Director of Tourism (via phone)

Christina Han – Office Administrator

1. Approval of December 2018 Minutes:
 - a. Kelli motioned to approve minutes, Matt 2nd
 - b. No discussion, all in favor, 2 abstained (Jake & Reese), motion passed.
2. Financial Update – Laurie reviewed the YTD financials and mentioned that a separate savings account will be opened for the CVB division and will be brought to the RTMG Board of Directors for

approval next week. She is asking that as part of the financial update, this board accepts and supports the decision of the RTMG Board of Directors.

- i. Kelli motioned to approve the Financial Update, Melissa 2nd
- ii. All in favor, motion passed.

3. Board Directors

- a. Ed introduced Jake Mangas and had all present introduce themselves.
- b. Laurie shared Jim Mullins resignation from Siskiyou County board position.

4. Reschedule June 11th Board Meeting

- a. New date: Tuesday July 9th

5. General Business

- a. 1-3 Day itineraries from each county
 - i. Laurie shared that historically we provided long itineraries on flash drives to tour operators but there is now a need for shorter itineraries. Laurie invited the board to provide itinerary suggestions for their county including miles/km and time needed so we can post on our website and offer to all at trade shows. Would like by next board meeting July 9th. Jake added that we can get ideas as well.
- b. Digital Brochures from each county
 - i. Laurie requested that all board members provide if available so we can add to flash drives and our website. Would like by next board meeting July 9th.
- c. Tourism Summit Update & prize requests
 - i. Laurie shared the new format – a one afternoon/evening event from 3 - 7 pm as opposed to an evening mixer and morning breakfast as in the past several years. Panel speakers will be from areas that have experience with international travelers. A keynote topic will be how Gen Z is motivating travel.
 - ii. Lisa shared that we are receiving prizes and to please email her if anyone has a prize donation.
 - iii. A suggestion was made by Net Sound to offer a photo booth at Summit (\$425 fee). Jake asked if it can be connected to social media, Melissa commented that unless it can tie-in to Upstate CA it is not relevant to a travel summit.
 - iv. Lisa requested all board members and guests register asap.

6. Advertising Campaigns

- a. SF Chronicle insert
 - i. Discussion on its value. Ed shared he doesn't think we got a lot out of it. Matt added that there was no real value after first year. Kelli agreed, stated that the first year the insert was comprised of in-depth personal stories, then subsequent issues had just basic info you could get on the internet.
- b. Fire Recovery Campaign Update
 - i. Laurie shared the SCWA PowerPoint presentation highlighting the campaign components. Visit California budgeted \$75,000 in addition for the counties of

Trinity, Siskiyou and Shasta as long as they have a campaign already planned. (Butte will be handled separately when the time is right).

- ii. Discussion: Ed shared that it's important to illustrate that beauty can return after devastation. We must show the consumer what we are doing to recover and prevent this from happening again. Melissa added that itineraries should be designed to incorporate art.
- c. Travel & Adventure Show Update
 - i. Included in SCWA PowerPoint presentation. Laurie and Kelli commented on the successful attendance and reception of our region at the San Diego & LA shows.
- d. Camp-California Ad Update
 - i. Laurie shared the new edition of Camp California featuring Lake Shasta Caverns (also in the SCWA PowerPoint presentation)
- e. Redding to LAX marketing grant update
 - i. Laurie discussed the San Francisco airport guarantee agreement - if flights weren't full, the guarantee dollars were to cover the revenue loss. A grant was obtained for that purpose and since the funds were not needed it was decided to use \$250,000 of the grant to market the Redding to SFO flights. SCWA wrote the marketing plan and will implement it for a fee of approximately \$11,000.

7. Comments/Questions/County Share Time

- a. Trinity – Kelli – Trinity Chamber is now a chamber and visitor bureau, tasks will be divided. They have 5 TOT partners, splitting \$75,000 among them. Money needs to be used to generate more TOT. Participated in Travel Shows with Visit Redding. Arts council holding events all winter long. Trinity needs to partner with adjacent communities. Needs a photo and video gallery to market Trinity to movie industry.
- b. Lassen – Patricia – recently hired a new city administrator and Chief of Police, will host a meet-and-greet soon. Hwy 36 through town is scheduled to be re-paved mid-summer. Marshall's store opened in Susanville. March 14-17 Reno Expo, Chamber has a booth to promote outdoor recreation. Home & Garden show coming up. Car show June 29th. Export/Import expo plans are in the works.
- c. Shasta County –North – Matt – Shasta Lake has risen amazingly fast, 118% of historical average, increased outflows. Expect a full lake with rains and future snow melt. Attendance at Caverns is bouncing back. Feb 2019 was second best historically. Cottages & marinas are booking up. Fires are bringing attention to the region.
- d. Shasta County – South - Jake – SBA is still offering low interest disaster loans, deadline is early May. Money available if your business is affected. Redding City Identity Project is the newest project. Festival of Lights at Turtle Bay targeted for Thanksgiving – New Year. McConnell Foundation contributing.
- e. Butte- Melissa – community still recovering, entering phase 2 of clean up from Paradise fire. Starting "visioning process" for town of Paradise with business consultant. Carolyn – Explore Butte: hotels 99% full, lost all but 2 properties. Additional dollars going into marketing to promote outdoors and events, focusing on partnerships with rest of the north state.

- f. Plumas – Jeff – 42nd annual century rides in May, Indian Valley-wide yard sales, antique hunting expedition, residential real estate is up due to fires elsewhere. Music festival July 4.
- g. Tehama – Dave – Chamber of Commerce is assisting Paradise transplants get re-situated, residential real estate is up, chamber’s new directory is very helpful. Annual Calendar of Events is printed. Working on new display for state Capital building. Red Bluff Roundup in April. New Ross store opened last week. Marshall’s store coming soon. Promoting a Chamber sponsored Mediterranean cruise.
- h. Modoc- Reese- International Sportsman’s Expo show in Sacramento was very successful for promoting Modoc. Cal Trans plans to repave in 2022 so prepping infrastructure now. River walk restoration plans along Main St.

[Matt excused himself from meeting at 11:35 a.m.]

[Patricia excused herself 11:35 a.m. via phone]

8. Adjournment

- a. Ed motioned to adjourn, Dave 2nd
- b. All in favor, motion passed.
- c. Meeting adjourned at 11:42 am.

Signature: Francis Ed Rullman _____ -