

# SCWA



## BOARD OF DIRECTORS MEETING minutes

**Tuesday Oct 9, 2018** California Welcome Center

The regular September quarterly meeting of the **Shasta Cascade Wonderland Association** was held on Tuesday, October 9, 2018 at the Anderson Welcome Center. The meeting was called to order at 10:07 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. Jeff Titcomb – Secretary/Treasurer, Plumas County [via phone/arrived 10:54 am]
4. Melissa Schuster – Butte County [via phone]
5. Patricia Hagata – Lassen County
6. Tina Peluso – Shasta County East [arrived 10:37 am]
7. Jim Mullins - Siskiyou County
8. Kelli Gant – Trinity County
9. Lorissa Soriano (via phone)

Attendees:

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

1. Approval of July 2018 Minutes:
  - a. Kelli motioned to approve minutes, Jim 2nd.
  - b. No discussion, all in favor, motion passed.
2. Financial Update:
  - a. Laurie reviewed Final Year End Financials. Commentary: The question was asked about the funding received by Redding to support SCWA. It was explained that Redding gives \$80,000 and that even though it is from Redding's TOT fund, the monies do not fluctuate. Funds from the 2017/2018 year were rolled over to the 2018/2019 year to pay for start of the year expenses. There was discussion about the contract the City of Redding has with SCWA to oversee the Redding Convention & Visitors Bureau and the outcome of that decision could affect future funding for SCWA. By July of 2019 we will know if we are awarded the bid to continue with oversight of the RCVB. Laurie will give input to city on how to craft the RFP.
  - b. Dave motion to approve financials. Kelli 2<sup>nd</sup>, all in favor, motion passed.
  - c. Laurie reviewed 2018/19 Year-to-Date Budget.

- d. Patricia motioned to approve, Dave 2<sup>nd</sup>, no discussion, all in favor, motion passed.

[Melissa signed off 10:20]

4. General Business:

- a. Tourism Summit 2019: Changing location and format, we'll combine the mixer with the main event for a 3 p.m. to 7 p.m. function to be held at Moseley Cellars. It will be a panel format to include 2-3 tourism topics. Cost of event will be approximately \$12k.
  - a. Discussion on increasing attendance/interest. **Call to Action:** Laurie asked board to personally reach out to invite council members. Patricia suggested Rotary, or a pre-summit tour. Kelli suggested including a panel that appeals to the small businesses. Laurie responded that the intent of the summit is to inform the public as to why tourism is important and how it helps your business. Dave suggested having vendors and a "passport" to encourage attendees to learn about other counties. Ed asked if we should consider a new name for the summit. Lisa shared a list of alternate names for the TS to be shared for vote or more suggestions. Kelli suggested a topic on building tourism experiences, what to do for a day. Laurie suggested giving awards for businesses that have supported tourism.
- b. Bylaws/ Policy Change: Laurie shared the formula for the number of board seats per county which is based on financial contribution, membership and advertising dollars to SCWA per county. Every county gets a vote if they contribute financially or as long as state is contributing. The end result of the formulas is that The City of Redding gets four votes, Lassen has two, Shasta has three and the other counties have one vote.
  - a. Ed suggested everyone be sent the Bylaws that were available at the meeting and emailed previously so everyone can see the changes suggested with the edit notes.
    - i. Suggested changes were: change the wording to be clear that the Treasurer and Secretary positions are in one person not two; it was added that board meeting notices can be distributed by email.
- c. Possible Membership/VG Ad Sales Decline Due to Fires:
  - a. Laurie shared that the state has inquired as to the tourism loss we experienced and the possible availability of relief money.
  - b. There is also a grant from SBA which may be a way for some businesses to pay their membership that otherwise would not have the funds to renew for businesses that are cutting back expenses and advertising due to the fires.
  - c. Ed suggested the board members invite businesses from their county to become members. Kelli said we need a piece or package to market SCWA membership benefits even though it is on the website. Reese mentioned the Sierra Nevada Conservancy grant for outdoor recreation should be available soon. Kelli suggested placing a full-page co-op ad for SCWA in a magazine like Enjoy. Ed suggested asking RTMG if they'd go in on a co-op ad in CAVG. Kelli shared her

concern that the SF Chronicle insert was not beneficial. Ed suggested perhaps adding a part time sales person to get new members (commission basis).

d. Visit CA International Reports:

- a. Laurie shared that there is a \$442,000 video campaign with wide distribution (Heart Lake) to get the word out that we are still in business.
- b. Laurie shared that Nov 7 there will be a strategic planning follow up with Visit CA; we will be the pilot program.
- c. She reviewed 2017/18 Tourism Mktg Grant and proposal for 2018/19 that was accepted.

*Note: since the SCWA board meeting, Visit CA cancelled the Nov 7 strategic meeting; the video created for the back-in-business campaign ended up being shot at Lake Siskiyou and the video will only be used in the larger CA back-in-business campaign being created by Visit CA.*

5. California Fall Color Media Opportunity

- a. Laurie asked all board members to check out the fall colors website for new info. Photos may be (and have been) re-posted by LA Times.

6. Comments/Questions/County Share Time

- a. Kelli suggested we get our visitor guide distributed through companies like RV America rentals.

b. County Share Time:

- I. Siskiyou –Jim: Website visitmtshasta.com, using a service for \$350/mo. First annual PCT Official Trail Town event this summer; 72% decline in tourism (fires).
- II. Modoc – Reese: great fall colors
- III. Plumas – Jeff: great fall colors; Oct 20 Barn Quilt self-guided tour; Nov 2- 4 Greenville – Indian Valley Holiday preview
- IV. Trinity- Kelli: Artist in Action month, Lakeview Terrace in Lewiston Lake held a first responder event; Chamber Business Expo Oct 20; Lewiston Hotel to open by Thanksgiving
- V. Shasta County East – Tina: Fall colors beginning; Fall River Christmas Light parade in planning stages, fall fishing
- VI. Redding – Ed: Re-creating downtown - area makeover; community showing great respect and love for first responders
- VII. Tehama – Dave: Red Bluff – planning Xmas parade theme, recent chamber dinner recognized Carr fire supporters that went above and beyond
- VIII. Lassen – Annual Magical Country Christmas Celebration Dec. 1<sup>st</sup>, draws approx. 4,000 attendees

7. Adjournment:

- a. Patricia motioned to adjourn Kelli 2<sup>nd</sup> .

b. All in favor, motion passed.

c. Meeting adjourned at 11:53 am.