



SCWA Board of Directors Meeting Minutes
Tuesday March 10th, 2019: 10:00 a.m. – 11:30 a.m.
Meeting Place: California Welcome Center
Conference Call In: 1-605-475-6700
Access Code: 6968386#

Meeting Participants

Dave Gowan, President (Tehama County)
Matt Doyle, Vice President (Shasta County)
Jeff Titcomb, Secretary-Treasurer (Plumas County)
Jake Mangas, Shasta County Board Member
Carolyn Denero, Butte County Board Member – via phone
Kelli Gant, Trinity County Board Member
Richard Dinges, Siskiyou County Board Member
Patricia Hagata, Lassen County Board Member
Lorissa Soriano, Modoc County Member – via phone joined at 10:08am
Laurie Baker, SCWA General Manager
Lisa May, SCWA Director of Tourism – via phone

Attending Guests

Tonya Dowse, Executive Director Discover Siskiyou
Jason Snider, Redding CVB
Bink Huttleson, Plumas County
Ryan Spitz, California Untamed
Nigel Skeet, California Untamed

- 1. Meeting was called to order by Chairman Dave Gowan at 10:01 a.m.**
- 2. Roll call is established via sign in sheet and a quorum is confirmed.**
- 3. Presentation by California Adventure District** – Presentation on branding with a focus on outdoor recreation. Developed 330 mile run from Arcata to Mount Shasta with participants coming from around the world. The event is – *California Untamed*. The North Coast and Shasta Cascade each have 1% of the tourism dollars generated in California compared to 25%+ in the Bay Area. Nigel Skeet wants to rebrand what was once a partnership with North Coast and Shasta Cascade with re-branding as California Adventure District with a theme park type location someplace in the area.
Discussion - Matt Doyle asked for suggestions on working with government entities (USFS) to get permission to develop attractions such as zip lining and an auditorium on government land. Kelli Gant shared findings from her trip to Washington DC - Federal funding has been cut causing shortage of staff at the USFS which is taking longer to process requests. Kelli suggested public/private sponsorship such as Nike for trails to be maintained. Trail Development – From Arcata, Willow Creek, Six Riv-

ers, Blue Ridge, Lookout Tower, French Gulch, Deadfalls, Lake Siskiyou, Mount Shasta, ending at Lassen. Laurie shared that she spoke at a county board of supervisors meeting supporting a combined branding for the international market. Matt shared feedback from travel shows in LA and the Bay Area, finding people are shifting away from busy destinations for vacations and are looking for outdoor adventure experiences.

4. Approval of December 2019 minutes

- Kelli motions to approve the December 2019 minutes. Matt seconds.
- All in favor. None abstained. Motion passes.

5. Financial Updates

- Laurie provides financial updates for SCWA including changes in phone and internet service cost.
- Patricia motions to approve the financials as reported. Richard seconds.
- All in favor. None abstained. Motion passes.

6. General Business:

a. Board of Director Documents For Signature – Follow up from December meeting

- 1. Conflict of Interest**
- 2. Confidentiality**

- Dave discusses as a reminder from the December meeting signatures are needed on the Confidentiality and Conflict of Interest Agreements from all board members.

b. 2020 Tourism Summit Update – Laurie provides an update on Tourism Summit with 58 people registered to date and discussed the event subjects below.

- 1. Prize donation from each county** (optional)
- 2. County Contact List for Tourism Summit invitation** (optional)
- 3. Pre-Tour – Wildflowers & Waterfalls or Sierra Nevada & Chico State University Tour – 5 people booked on Wildflowers & Waterfalls Tour**
- 4. Speaker – Carolyn Beteta – CEO Visit California; Richard Cooper – presentation on finance in tourism** (Tourism intern CEO on North Coast, his expertise is finance);
John Rubio – presentation on marketing for tourism and economic recovery

c. 2020 Shasta Cascade Visitor Guide is available for distribution

d. Visit California's Outlook Forum - Dave shared learnings and the importance of marketing to the international traveler.

e. Visit California Third Thursday – Looking for highlights from each county to present. Laurie will be doing a presentation with Dave Gowan and Kelli Gant at Visit California in Sacramento on March 19th. The presentation theme will be - Authentic Americana - with a cow roping activity and BBQ lunch.

f. 2020/2021 Marketing Plan Ideas

- 1. Go West Summit, RTO, and IPW every other year – Laurie shared thoughts on attending the conferences every other year to cut back on expenses while still getting leads from tour operators and receptives for the international markets.**

2. **County itineraries for SCWA website** – Reminder that we would like to have 2-3 day itineraries from each county to feature on the SC website and in the SC media kit.

7. Questions/Comments:

- a. **Corona Virus** - Dave Gowan spoke about publications available regarding the Corona Virus.
- b. **Redding Airport** – Patricia Hagata asked for an update on Redding Airport flights. Laurie shared the load factors are good and the airport is considering a Denver flight.

8. Adjournment

- Meeting is adjourned by the Chairman at 11:34 a.m. with motion from Matt and Patricia.