



**SCWA Board of Directors Meeting Minutes
Tuesday December 14th, 2021 at 10:00 a.m. – 11:00 a.m.**

Meeting Place: Zoom or phone.

Meeting Participants

Dave Gowan, President (Tehama County) – Zoom
Matthew Doyle, Vice President (Shasta County) – Zoom
Jeff Titcomb, Treasurer (Plumas County) – Not in attendance
Ed Rullman, Past President (Shasta County) – Not in attendance
Patricia Hagata, Lassen County Board Member – Not in attendance
Lorissa Soriano, Modoc County Board Member – Attended via Zoom from 10:25am-11am
Tina Peluso, Shasta County Board Member – Not in attendance
Richard Dinges, Siskiyou County Board Member – Joined via Zoom at 11:06am
Heather Dodds, Discover Siskiyou Representative – Zoom
Kelli Gant, Trinity County Board Member – Zoom
Maggie Alvord – Trinity County Board Member - Not in attendance
Laurie Baker, SCWA General Manager – Zoom
Lisa May, SCWA Director of Tourism - Zoom

1. Meeting was called to order by Chairman Dave Gowan at 10:01am

2. Quorum is confirmed.

3. Approval of September 2021 minutes

- a. Kelli motions to approve the September 2021 minutes. Matt seconds.
- b. All in favor. None abstained. Motion passes.

4. Financial Update

- November Budget-to-Actual
- Laurie reviews the budget stating the revenue a little higher than normally YTD due to grant money received. Expenses are showing lower due to some of the bigger ticket items not being invoiced to SCWA yet such as the SEM campaign and printing of the 2022 UpStateCA Visitor Guide.
- Matt motions to approve the financials. Heather seconds.
- Discussion – Matt shares he is now on Shasta Lake City Council and other Boards. Matt asks about grant processes in the past and comments that SCWA revenue seems to be getting smaller without the Visit Redding contribution. Laurie explains that the RTMG board is willing to contribute to expenses that benefits the whole region. Matt shared that he was asking because there is a lot of money flowing for grant programs, but he doesn't see SC getting any of those funds. Laurie reviewed the funds received from three separate grants awarded to SCWA. Laurie asks for help from board to send her information they have on grants available so she can review the information and follow up doing the grant application work.
- All in favor. None abstained. Motion passes.

5. For Approval:

- Visit California Regional Marketing Program options: The board will come to a vote on one of the three options below. Then we will submit the one option to Visit California; SCWA has one of eight for all the regional votes.
 1. Direct partner Hand-off Retargeting Campaign
 1. This option is a very straight forward Google ads campaign and will be executed by Madden Media, leveraging Visit California's \$46.5M spring marketing investment
 2. Regional Influencer + Content Creation Campaign
 1. Executed by [The Outbound Collective](#)
 2. This campaign can be flexible, if the limit to three nights for the influencer is deterring you, we can look into comping additional nights
 3. Give & Get Hotel Booking Campaign
 1. Executed by [Kind Traveler](#), leveraging an existing co-op partnership with Visit California
 2. Emphasis on sustainability, doing good for your communities and benefiting hotel partners
 4. Laurie explains the three programs above with a PowerPoint presentation. This is a rural region campaign that Visit California will be paying for with the recovery funds received from the State of California. Each rural region gets one vote for a total of 8 votes from the rural regions, deciding on one marketing option below.
 - a. **Discussion/Questions on the three programs:**
 - Dave asks if the influencer in option #2 will do video. Laurie explains video for the influencers social will be done while in market and 10-20 photos are part of program. The photos can be used by the region for 2-years.
 - Matt asks who the influencers would be if #2 is chosen. Laurie explains the influencers are outdoor centric and The Outbound Collective will use one of their influencers. Matt shares he doesn't like influencers because every influencer has their own twist on the story without us having control over the story content.
 - Laurie shares in her presentation the pros and cons for each option below.
 - Dave asks if Google ads, option #1, is photos with text. Matt and Laurie describe what they know about Google ads.
 - There is further discussion from the board on the pros and cons.
 - The board votes for **option #2 – The Outbound Collective**.

6. Grants:

- Laurie reviewed the grants Shasta Cascade has received. Laurie shared she thinks it is best to spend the grant money for SEM in the future.
- Reese asks if we have been going after the USFS grants to promote the forest areas with the Great Americas Outdoor Grant.
- Dave asks that the board send the grant links they know of to Laurie and Lisa for review.
- Matt says we are the only organization that has not received part of the government funds. Laurie points out what grants we have received were from the government funds.
- Laurie states she is willing to do the grant work and asks the board to send her the links for grants they are speaking of, and she will review. She shares there is a conflict of interest with USFS grant and Laurie being on the RAC Board.

- Kelli states the Forest Service in the Shasta-Trinity is very difficult to work with due to lack of staff. Matt agrees he has had difficulty working with them as well. Kelli shares that the difficulty has even been confirmed in discussion in some of her meetings in Washington DC.
- Redding Rancheria Grant:
- Shasta Cascade not chosen for the Redding Rancheria grant this year. Laurie will try again next year.
- Matt asks why the Rancheria didn't approve us for the grant. Laurie states she is not sure why.
- Laurie shares that Shasta Cascade did receive \$25,000 from COVID recovery grants which can be used for a display outside as requested at a previous meeting. This display would be for SCEF but since the SCWA board requested it we could consider this to be a donation to SCEF.
 1. Cost \$8,400.

7. General Business:

- **SEM Campaign Update**
 - Laurie explains the SEM campaign has begun. Click through rate is doing well with almost 11% of viewers reading 4 pages. Visits to our *Events* and *Thing To Do* pages as well as Heart Lake are the top visited pages.
- **Visit California 2021-2022 Rural Region Tourism Marketing Grant was submitted and approved with the following marketing initiatives.**
 - Laurie reviews the marketing initiatives below. No questions were asked by the board.
 1. Half page ad in 2021/2022 California Road Trips publication which is lead generating with reader reply card for readers to request a UpStateCA Visitor Guide be mailed to them.
 2. 2022 California Visitor's Guide full page co-op ad
 3. 2022 UpStateCA – Shasta Cascade Visitor Guide with 30k copies being printed for 2022.
 4. Brand USA Global Marketplace – Virtual Tradeshow Booth
 5. UpStateCA.com/ShastaCascade.com website upgrade
- **Tourism Summit:**
 - a. Laurie reviews and explains the California Digital Optimization Program that will be presented at the Tourism Summit. Laurie reviews points below for the Summit.
 1. Carolyn with Explore Butte County said they would support moving the Tourism Summit back to Shasta County for 2022.
 2. Red Lion has the room for what we will need this year, so we are working with them on the details. Visit California has committed to April 5 or 6, which is a week before Easter and a couple weeks before Kool April Nites and the Red Bluff Round-up.
 3. Extra COVID protocols need to be planned, something that will make people feel comfortable but not be too restricted.
 4. Short outline on Digital Optimization Presentation for the Keynote portion of the Summit.
 - b. Matt states anyone that wants to visit the caverns pre or post Tourism Summit he will offer comp tickets. Laurie suggests she and Matt talk offline about the pre and post options.
 - c. Kelli shares she is looking forward to the Google My Business at the Tourism Summit.

8. Follow-up from the September Board Meeting:

- a. Laurie reviews the Org Chart Kelli asked for in the last meeting showing how RTMG, SCWA, and SCEF work together.
 - Matt asked Laurie how she thinks marketing is going at Visit Redding/Chamber. Laurie explains there is a learning curve on marketing, but Jake is doing a great job and gets a lot of attention for Redding.
- b. Shasta County support: Laurie spoke with Matt Pontes about all that Shasta-Cascade does for Shasta County and that Redding has been paying for that support. He said they are open to helping pay in the future and that they understand the importance of working with an organization as established as SCWA rather than starting with a new/unknown organization.
 - In follow up Laurie met with Matt Pontes to get monetary support for SC. No amount promised but Matt Pontes is onboard for support.
 - Matt Doyle shared that he is also working with the Shasta County Board of Supervisors for monetary support for Shasta Cascade.

2. Questions/Comments: 3-minute county share time.

- a. Dave asks if anyone has something to share about their region.
 - a. Heather from Discover Siskiyou states there has been a shift in their staff, and she is attending the board meeting in place of Niki Brown.
 - b. Matt comments there is snow and water all around with the current storms.

Adjournment at 11:06 am by Dave Gowan – Board President.