



SCWA Board of Directors Meeting Minutes
Tuesday June 9th, 2019: 10:00 a.m. – 11:30 a.m.
Meeting via Zoom

Meeting Participants

Dave Gowan, President (Tehama County)
Jeff Titcomb, Secretary-Treasurer (Plumas County)
Ed Rullman joined at 10:36am and left early
Melissa Schuster, Butte County Board Member
Carolyn Denero, Butte County Board Member
Kelli Gant, Trinity County Board Member
Richard Dinges, Siskiyou County Board Member
Niki Brown, Siskiyou County (Joined briefly)
Lorissa Soriano, Modoc County Member
Laurie Baker, SCWA General Manager
Lisa May, SCWA Director of Tourism

1. Meeting was called to order by Chairman Dave Gowan at 10:04 a.m.

2. Quorum is confirmed.

3. Approval of March 2020 minutes

- Jeff motions to approve the March 2020 minutes. Kelli seconds.
- All in favor. None abstained. Motion passes.

4. Year-To-Date Financial Updates

- Laurie provides year-to-date budget-to-actual financial update.
- Richard motions to accept the financials as reported. Jeff seconds.
- No discussion
- All in favor. None abstained. Motion passes.

5. 2020-21 Budget Review and approval

- Laurie reviews proposed budget and shares that due to the COVID-19 tourism revenue loss, Visit California will most likely not be offering the \$60k Rural Grant matching program for 2020-21. Visit California's marketing focus will be on marketing California as a whole and using funds that were once pegged for rural to instead bring tourism back to gateway cities as well. Visit California reduced their staff by 50% and will have major cutbacks in marketing funds available in the coming year.
- Melissa questioned why the \$600k funding in the contract with the City of Redding is not showing on the SCWA budget. Laurie explained these funds are a pass through for SCWA used to run the Redding Convention & Visitors Bureau and that the checks are deposited into the CVB account so they should not be reported as revenue for SCWA. Laurie will consult with

the SCWA CPA about how the \$600k can be reported to the SCWA board since that board signs the contract as well as the RTMG board. Kelli shared that Trinity has a similar pass through that shows on a cash flow statement which might be a good way to show the funds moving in and out for the future. Kelli suggested a discussion on the structure of SCWA and SCEF as they relate to RCVB.

- Kelli motions to approve the budget as reported with any changes as suggested by the CPA. Jeff seconds.
- All in favor. None abstained. Motion passes.

6. Outcome of 2020-21 Executive Board Elections – The Executive Board was voted via Election Buddy to remain the same as 2019 – 20. Dave Gowan – President, Matt Doyle – Vice President, and Jeff Titcomb – Secretary/Treasurer.

7. General Business:

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

1. Conflict of Interest

2. Confidentiality

- When back in the office Laurie will look to see which board members still need to sign forms and she will email those board members individually for signature.

b. 2020 Tourism Summit Postponed – Discussion was around postponing the event versus canceling and planning for 2021. Carolyn Denero suggested the event be canceled for 2020 and we move forward with planning the event for 2021. Explore Butte County will partner with SCWA as the main sponsor of the 2021 event. Almendra still has the deposit for the canceled 2020 event. Carolyn will contact Almendra for April 2021 date options and will circle back with Laurie and Lisa so we can move forward with planning.

c. Laurie presents Shasta Cascade business model idea changes – With many members struggling due to COVID-19 revenue losses we anticipate membership renewal dropping. Laurie proposes SCWA offering a la carte options for marketing/membership for businesses that want to save money. When businesses purchase an a la carte marketing option they automatically become a SCWA member. Membership bundles will still be available with value added discounts. County a la carte and bundle option inclusions are separate from individual businesses. SCWA anticipates struggling financially with budget cuts due to COVID-19. The new business model is a way to help keep the organization viable. Laurie explains the individual options for businesses and for counties. Melissa suggested we still show the value of membership and include a sticker so businesses can show they are a Shasta Cascade member.

d. Visit California 2020/21 Tourism Marketing Grant changes – Laurie shared Visit California will most likely not be offering the \$60k Rural Grant or the collective Regional Marketing funds for 2020-21. Visit California is putting approximately \$8m toward marketing within California. Visit California's out of state marketing will focus on gateway cities and rural communities in an effort to build tourism visitation back to California which will benefit the state tourism economy as a whole.

8. Questions/Comments: 3-minute county share time –

- a. **Carolyn (Butte County)** – Postcard promo has been successful offered via Google forms. Occupancy dropped to a low of 30% in Butte County due to COVID-19. Occupancies are now showing growth at 60-80%. Butte County is ramped up with their first leisure campaign starting on Monday.
- b. **Lorissa (Modoc County)** – Modoc was first county in CA to open up and they still do not have any positive COVID cases in the county. Lorissa is working with Modoc County to open a travel center in Alturas. Fandango Days and the Expo have been canceled but a dark sky festival is being planned for August.
- c. **Richard (Siskiyou County)** – Siskiyou County is opening a visitor center. Hotel occupancy levels were down 40-50% during COVID but occupancy is now rising. Planning is being done to have the county fair in Weed in August.
- d. **Jeff (Plumas County)** – Almendra Winery & Distillery is expanding to Plumas County with a winery and brewery.
- e. **Kelli (Trinity County)** – Trinity County is not allowing marketing for tourism yet. A few small art events have occurred. Memorial Day on Trinity Lake was very busy with approximately 2000 people due to Tahoe and Yosemite being restricted and closed.
- f. **Dave (Tehama County)** – Hotels, gyms, and salons opened last week. The Red Bluff Chamber of Commerce is planning a reopening celebration parade and ribbon cutting. The Farmer's Market is now open following COVID guidelines. People want to be outside. Tehama County is using the tagline - Fresh Air, Fresh Produce - for their farmer's markets.

9. Adjournment

- Adjournment at 11:21am by Dave Gowan – Board President with a motion from Reese and seconded by Richard.