



SCWA Board of Directors Meeting Minutes

Tuesday June 8th, 2021 at 10:00 a.m. – 11:30 a.m.

Meeting Place: Face-to-Face meeting will be at the Smart Business Center
1201 Placer St, Redding, CA 96001. Meeting also available to attend via Zoom or phone.

Meeting Participants

Dave Gowan, President (Tehama County) – In Person
Matthew Doyle, Vice President (Shasta County) – In Person
Jeff Titcomb, Treasurer (Plumas County) – Zoom (Present for a portion of the meeting)
Ed Rullman, Past President (Shasta County) – Zoom
Ashley Baer, Butte County Board Member - Zoom
Patricia Hagata, Lassen County Board Member – Not in Attendance
Lorissa Soriano, Modoc County Board Member – Zoom
Tina Peluso, Shasta County Board Member – Phone
Richard Dinges, Siskiyou County Board Member – In Person
Niki Brown, Siskiyou County Board Member – Zoom (Present for a portion of the meeting)
Kelli Gant, Trinity County Board Member – In Person
Maggie Alvord – Trinity County - Not in Attendance
Laurie Baker, SCWA General Manager – In Person
Lisa May, SCWA Director of Tourism - Zoom

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

2. Quorum is confirmed.

3. Smart Business Center Presentation by Carrian Foster

4. Approval of March 2021 minutes

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

5. Board of Director Elections

- a. Laurie asked which board members do not want to be considered for nomination for the SCWA Executive Board positions and explained elections will be held via Election Buddy following the board meeting.
- b. Kelli advised that she wants to remain on the SCWA Board but not in an Executive Board position. Laurie advised per her request Kelli's name will not be included on the election ballot.

6. Financial Update

a. Laurie reviewed the 2020 – 2021 YTD financials budget to actual

- a. Revenue looks higher than it really is because of PPP funds received.
- b. Reviewing the budget Richard asked how many UpStateCA Visitor Guides we printed. Laurie answered 25k were printed and we usually print 40k. We have a high demand for

the guides but at the time of printing lodging properties were not distributing brochures due to COVID guidelines and we didn't want to print too many for the year.

- c. Matt asked if we applied for the second PPP. Laurie said we applied for the second but not the first because SCWA didn't qualify for the first PPP per program guidelines. SCWA received \$10k from CARES Act.
 - d. Kelli motions to accept the financials as reported. Richard seconds.
- b. Laurie reviewed the 2021 – 2022 proposed budget**
- a. Kelli asked if rural grant funds from Visit California are just for rural regions. Laurie explains how the matching funds from Visit California work for the Toursim Marketing Grant, but basically the answer is yes.
 - b. Matt asks Laurie about large concerns for the next FY. Laurie explains to make the budget work Lisa is now a RTMG employee. Salaries on the budget only cover CWC employees. Office rent will be paid by RTMG to SCEF with the RTMG staff moving to the CWC once RTMG can get out of their current lease at the Pine Street location in Redding. The Pine Street landlord is trying to find a tenant. SCWA has to keep paying building rent to SCEF in order for the CWC to stay open. What concerns Laurie is the amount of time SCWA may need to pay the rent until RTMG can make a physical move, concern being will SCWA have enough funds to float the rent. There are some unknowns in the budget based on the transition.
 - c. Richard motions to accept the financials as reported. Kelli seconds.
 - d. All in favor. None abstained. Motion passes.

7. General Business

- a. **Shasta-Cascade Wonderland Association no longer has a contract with the City of Redding** – Laurie shared that the City of Redding contract was awarded to the Redding Chamber of Commerce. The RCVB budget used to be \$2m per year with TOT and TBID funding. Now \$1m per year goes to the Redding Chamber and RTMG will have a \$1m budget. TBID laws say TBID funds must benefit those collecting the assessment which is Redding lodging. This changes the marketing dynamics because the TBID funds can no longer go to market the area. TBID funds will fluctuate based on occupancy levels. There was discussion between Matt and Laurie about the Shasta County budget with TOT. The subject was discussed that the RTMG board would like expand borders for TBID collection throughout Shasta County so they can partner with more organizations.
- b. **RTMG**
 - i. **Employee Payroll changes**
 1. Lisa will be an employee under RTMG moving forward.
 - ii. **Marketing specifically Redding hotels**
 1. Explained in 7a
- c. **California Adventure District – Shasta County March 2021 Board Meeting Presentation**
 - After the Shasta County March 2021 Board Meeting Presentation was shown, Richard and Matt discuss the California Adventure District (CAD) presentation with the goal of boosting the CAD and outdoor adventure in the northern California area bringing Humboldt County into the partnership. Matt commented that SCWA's hands have been tied because SCWA partners with Visit California (VC) and therefore has to follow their guidelines for marketing the Shasta Cascade region. Laurie clarify that SCWA doesn't have to get authorization from VC for marketing. SCWA's limitations are based on limited contributions from other counties.

- Ed states Nigel does not have a solid track record of holding onto projects long enough to make a large impact but that SCWA should work with CAD if it is good for SCWA and the region. Ed suggests SCWA finds a way to work together to get funds from Shasta County for the benefit of all counties. Modoc and Plumas counties have done a great job of putting some of their attractions on the map. Ed suggests we work with Nigel and Tony if they can get funds from Shasta County. A goal is a partnership between CAD and SCWA, not CAD taking county funding from SCWA.
- Matt agrees with Ed and is waiting to see how everything rolls out with CAD.
- Dave says he would like to see Shasta County support SCWA before they support CAD. Matt suggests SCWA presents to Shasta County again in an effort to get funding. Laurie shared in the past RCVB gave funds to SCWA on behalf of Shasta County but now with the City of Redding contract change Shasta County will need to fund their own marketing.
- Matt suggests Tourism Summit the end of summer. Laurie shared the board agreed to spring of 2022.
- Dave feels it is the perfect time for Laurie to start doing presentations again to each county asking for funding based upon Lorissa's comment that counties are looking at opportunities for how they use their COVID funds.
- Kelli shared Trinity needs to ride the shirt tails of other counties because Trinity County's marketing money is limited.
- Laurie suggests we put on a future agenda to discuss ways to move forward.
- Reese shares Modoc Refuge, USFS, and BLM in Modoc are interested in partnering with SCWA and they have COVID funds so this is a good time to do presentations, not just to counties but go further to present to these other entities.
- Ed states we need to tap into the funds these entities have now or they will lose the funds. Ed will send a follow up email to county supervisors asking why they are willing to fund CAD and have not supported SCWA over the years. Ed suggests SCWA partners with CAD so SCWA doesn't lose funding that might be possible.
- Reese shares grant funds available for trails and projects with USFS.

d. Marketing updates and opportunities

i. Visit California Podcast – Kevin Costner and SC Interstitial

1. Laurie shared the interstitial ad for the Shasta Cascade region on the Kevin Costner podcast.

ii. Brand USA Global Marketplace – County Bundle Marketing/Membership option for FY 2021-2022 will include representation in virtual pod.

1. Laurie shares the virtual pod and visitation numbers. Kelli asks for the virtual pod report so she can share the information with the Trinity County Board of Supervisors.
2. Matt asked about in person tradeshow – LA, and San Diego. Kelli shared her experience with people in LA at the show not knowing our area but people at the San Diego show knew where Redding and Shasta Cascade are located.

e. Tourism Spend During the Pandemic by County – Data in the Dean Runyan reports is not public. Laurie was able to get the data from Visit California to share with our board. Laurie explains the reports were emailed to everyone for their individual account prior to the board meeting.

f. Discussion:

- i. Ashley – Explore Butte County (EBC) is busy with groups and weddings for fall. Their primary marketing effort at this time is a hiking passport program with prizes. The campaign has been a success with 5k+ participants so far. EBC launched a wearables campaign. Profits from wearables are donated to *Trail Works*. EBC is actively mitigating media about the drought for Lake Oroville.
- ii. Matt shared a past media event of – Got Water – in past drought years and he is thinking of starting the campaign again this year with lake levels low.

Adjournment at 11:47am by Dave Gowan – Board President with a motion from Richard and second by Matt.