



**SCWA Board of Directors Meeting Minutes**  
**Tuesday March 9, 2021 at 10:00 a.m. – 11:30 a.m.**  
**Meeting via Zoom**

**Meeting Participants**

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

**1. Meeting was called to order by Chairman Dave Gowan at 10:02am**

**2. Quorum is confirmed.**

**3. Approval of December 2020 minutes**

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

**4. Financial Update**

- Laurie reviews financial update
  - Revenue a bit down due to COVID and spending is down in relation to revenue.
- Ed motions to accept the financials as reported. Kelli seconds.

**Discussion**

- Kelli asks Laurie if there is anything worrying her on the budget. Laurie replies that she is not worried about this budget with the change of offering marketing services. Next year Laurie is hoping for more businesses to purchase marketing services becoming members. The 2021 UpStateCA Visitors Guide did well with ad sales considering there is a business decline due to COVID. Dave commented he is happy to see the California Welcome Center open. Laurie shared traffic is down but the visitors are happy the CWC is open.
- All in favor. None abstained. Motion passes.

## 5. General Business

### a. RFQ submitted by Redding Convention & Visitors Bureau to the City of Redding

- Laurie shares that the Redding Tourism Marketing Group (RTMG) answered the RFQ. There was a total of 18 submissions. The city narrowed down to five companies out of the 18 to give presentations as the next step in the RFQ process. The Redding Tourism Marketing Group was not chosen to give a presentation.
- Kelli asked for clarification on funding. Laurie explains the difference between TOT and TBID and shares that the City of Redding has decided to give the TOT contract to another company. Laurie explains the TBID funds will go to the RTMG to promote the hotels in Redding.
- Niki asks how much funding came from TOT and from TBID. Laurie shared the amount varies but about a million came from each. Niki asks how will not having the TOT contract change the funding for Shasta Cascade? Laurie explained that the majority of the funding will stop and Visit California may not offer matching funds anymore creating a large financial loss to SCWA. SCWA will need to exist from grants, membership, and any net revenue from the visitor guide ad sales.
- Niki asks if the TBID board has concerns about two different entities marketing Redding. Ed shares that Laurie and her team have done a great job marketing Redding. This is the first-time other entities have answered the RFQ. Other entities seem to want the funds for their projects and the direction has become a political pull. The RCVB board is not surprised RCVB didn't get the contract but they were surprised that RCVB was not given the opportunity to present. Ed does not think anything was done wrong, this being more of a political move for the city to be in position to have money for other projects that the contract with RCVB has not allowed in the past. Ed doesn't anticipate the TBID will go away but there is that possibility at the end of the TBID term. Ed shares an option to possibly go county wide with the TBID rather than just the City of Redding. Bob Warren setup the current company structure and Ed shared how business is done today has changed from 20 years ago.
- Dave shares he appreciates Ed's insight into the history of the structure of RCVB, RTMG, and SCWA.
- Laurie shares the structure of the companies will change as of July 1<sup>st</sup>, 2021. The following companies were chosen to give a presentation to the City of Redding as a next step in the RFQ process - Advance Redding, Redding Chamber of Commerce, Mayes Media, Augustine Agency, and Eddy Alexander.
- Kelli commented that Trinity's TOT is focused on marketing with a goal of visitors overnighting in Trinity County.
- Laurie answered the RFQ as RTMG not as SCWA. Moving forward RTMG and SCWA will stay two separate organizations.
- Laurie will ask the RTMG Board for approval to share the RFQ proposal submitted by RTMG with the SCWA Board of Directors.
- Maggie asks if Laurie will need help with grant writing. Laurie replies she will be happy to have help but not able to do grant writing during the transition.
- Kelli shared the California COVID relief grant was easy to get online and the grant is \$5,000. Laurie said there are many parameters around the grants out there so caution is being used not to double dip which is not allowed.

**b. Funding updates**

- i. Laurie shares she was able to get a \$10k grant. SCWA also received the PPP. Laurie is working with the CPA and bookkeeper to make sure we stay in compliance with the grant parameters.

**c. Marketing updates**

- i. Laurie gives overview on marketing
  1. America Journal (print and digital) – 4 newsletters pushed out November 2020 – February 2021, a full-page ad, and editorial in Germany, Austria, and Switzerland. This campaign was already contracted pre COVID.
  2. Brand USA Virtual Expos – A virtual tradeshow booth platform is being used for various events September 2020 – June 2021.
  3. Virtual Travel Trade Expos – Western States Expo, Family Travel Expo
  4. TourOperatorland – Portal Page for travel media, travel trade, tour operators, and receptives to download photos, video, and itinerary information.
  5. June 2020 Visit California newsletter co-op opportunity
    - a. 160k subscribers, Redding received 1700 clicks to the Visit Redding website with 200% increase in clicks on the day the newsletter was sent out in March 2020. The June newsletter co-op is \$1875 per block. Kelli committed to Visit Trinity wanting to participate with one block.
  6. Laure will email the marketing PowerPoint to the board.
  7. Dave asked what trends we are seeing in tourism. Lisa shared in virtual appointments with tour operators and travel trade rural areas are higher in demand right now with the opportunity to social distance naturally.

**6. Questions/Comments: 3-minute County Share**

- a. **Dave** – Red Bluff Roundup is planned for April with the hope of Tehama County changing from the purple to red tier for COVID guidelines. Added to the rodeo event this year will be music and a car show. The Red Bluff Round Up is partnering with the downtown association to bring people into the downtown area. Dave shares it is important for businesses and events to be able to pivot their plans depending on changing levels of COVID guidelines.
- b. **Kelli** – Visit Trinity is working on getting photo and video assets, updating their website, and making updates to the Trinity County display board and end cap in the CWC. USFS should be opening campgrounds in May. A couple lodging properties in Trinity have new owners. A challenge is rentals being scares for employees needing housing.
- c. **Ed** – Redding Rodeo is planned for a couple weeks after the Red Bluff Rodeo. Redding has a dog show planned – expecting 4000 people. Nello's is opening on

March 15<sup>th</sup>. Nello's is the last restaurant in Redding to open back up since closing due to COVID guidelines. Ed shared he is getting many staff members from Trinity County. Ed thinks this summer will be busy.

- d. **Niki** – Discover Siskiyou is preparing for busy summer. Digital engagement has increased and is on track with pre-COVID year engagement. Discover Siskiyou is considering campaigns with Expedia and Trip Advisor. Feedback from visitors last summer was that the attractions in Siskiyou were crowded.
- e. **Maggie** – Trinity Arts Council is rebranding the arts cruise with live music outdoors starting in April.

Adjournment at 11:06 am by Dave Gowan – Board President with a motion from Maggie and second by Kelli.