



SCWA Board of Directors Meeting Minutes
Tuesday March 8th, 2022 at 10:00 a.m. – 11:30 a.m.
Meeting Place: California Welcome Center, Zoom, or phone.

Meeting Participants

Dave Gowan, President (Tehama County) – Not in attendance
Matthew Doyle, Vice President (Shasta County) – In Person
Jeff Titcomb, Treasurer (Plumas County) – Zoom
Ed Rullman, Past President (Shasta County) – In Person
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 – Not in attendance
Heather Dodds, Siskiyou County Board Member – Joined via Zoom 11am
Kelli Gant, Trinity County Board Member – In Person
Laurie Baker, SCWA General Manager – In Person
Lisa May, SCWA Director of Tourism – Zoom

Attending Guests

Ryan Cinelli, Lakeview Terrace Resort (Trinity County) – Joined in Person at 10:59am

1. Meeting was called to order by Vice President Matthew Doyle at 10:06am

2. Quorum is confirmed.

3. For Approval

a. December 2022 minutes

1. Kelli motions to approve the December 2022 minutes. Ed seconds.
2. All in favor. None abstained. Motion passes.

b. Financial Update - YTD Budget-to-Actual

1. Ed motions to approve the financials. Matt seconds.
2. Discussion: Laurie reviews the budget with membership, visitor guide revenue, and grants, that we will continue to participate in the Visit California Rural Region Tourism Marketing Grant program with the funds being spent on the best marketing options available for the Shasta Cascade region. Matt asks about Tourism Summit sponsors and how many people have registered to date for the event.
 1. Answer: 48 are registered so far
 2. Vote: All in favor. None abstained. Motion passes.

c. Lassen County Board Seat

1. Laurie shares Patricia Hagata has retired from the Lassen County Chamber of Commerce and has resigned from the SCWA Board. Patricia recommends Kelly Ackley. Kelly is the current Lassen County Chamber of Commerce Director, and support letters have been received from the Lassen County Board Supervisors for Kelly to represent Lassen County on the SCWA Board.
 1. Ed motions to approve. Kelli seconds.
 2. All in favor. None abstained. Motion passes.
2. Discussion: Kelli Gant shares she is moving to Idaho and will be resigning from the SCWA Board. Kelli recommends Ryan Cinelli from Lakeview Terrace Resort and Julia Ellis from Strawhouse Resorts & Cafe.

4. General Business:

- a. **Tourism Summit update** – Laurie shares we have invited 500 businesses that are part of the Visit California Digital Optimization program and are getting Tourism Summit invitations.
 1. Kelli Gant shares she forwarded invitations for the summit to businesses in Trinity County.
 2. Program details – Tourism Summit program is almost completed and was shared on the screen. Laurie is talking with a speaker from North Coast to discuss how Shasta Cascade and North Coast partner to market circle trips in northern California. Laurie shares with the board the appetizer options and asks that they circle which appetizers they think would be best. Ed recommends keeping the appetizers simple and easy to walk around with.
 3. COVID guidelines for the summit – Laurie states we will follow the Shasta County guidelines in place at the time of the event and asks the board for suggestions. Ed and Matt think it is best to give people the option of wearing masks and to have some available along with hand sanitizer.
 - b. **Madden Media SEM Campaign Update** – Laurie presents Madden Media campaign results to date via PowerPoint. Results show bounce rate down and time on UpStateCA.com pages is up. *Things To Do* was the top page visited. The campaign is showing positive results. Matt shares the changes in algorithms that have changed over the last couple years. Laurie explains Google spiders. Ed said Pacific Sky helps with CR Gibbs SEM. Laurie lists some of the campaigns that we have done to stay ahead of the marketing trends (Uber Media, We Chat, CrowdRiff, Expedia, Madden Media) which has resulted in Visit California implementing some of the same marketing contracts. Matt states the numbers speak for themselves, the campaign did very well.
 - c. Lorissa shares that some marketing professionals from the Bay Area that have moved to Modoc County looked at the UpStateCA website and their feedback was very positive stating the UpStateCA website is better than Visit California's website.
 - d. **UpStateCA Visitors Guide** will be distributed at the USFS office off Airport Road in Redding.
 1. Matt asks if UpStateCA Visitors Guide is distributed at Ranger offices. Lisa states that all ranger stations are welcome to distribute the guide and we mail the guides to them upon request.
- d. Follow-up from previous meeting:** Laurie shared she reviewed 100 grants and all had exclusions for our type of business. She asks the board to send her any grants they know of for her to review.
1. Great American Outdoors Act
 - a. Reese will follow up with grant links and contacts.

- e. **The UpStateCA Spanish video** will be shown in the California Welcome Center at the CBX Mexico/USA border crossing. There were 1.5-million people crossing through the CBX during COVID. The future projection is 3-million visitors.
- f. **Website Itineraries** – Laurie screenshares the UpStateCA website and various itineraries and blogs for the website are next on the “wish list”
 - 1. Ed suggests that the other area tourism entities know that our itinerary pages are available for their use. Ed suggests we develop an itinerary for the screen at Best Western PLUS Hilltop Inn.
 - 1. Action item – Laurie will see what she can send.
 - 2. Matt shares he is planning to add interactive screens with itineraries and tear off maps at the caverns.
 - 1. Action item: Laurie will share our tear-off map file with Matt if he wants it, or we can supply him with maps once we start printing them again.
 - 3. Ryan Cinelli from Lakeview Terrace Resort in Lewiston joins meeting in person at 10:59am.
 - 4. Heather Dodd from Discover Siskiyou joins at 11am

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

- a. Tina - shares update of many hunters coming through the area of Fall River.
- b. Lorissa – shares Modoc County is gearing up for the Ag Expo in April, the Veterans Sportsman’s Weekend at Likely Place – June 25th with a vintage trailer show, and the August Dark Sky Festival. Many people are moving to Modoc County from the Bay Area who are a great asset to the community with ideas for the Economic Development District. Modoc County received a designation as the 10th darkest place in the world for dark sky star viewing.
- c. Jeff – a new website is being developed for the Indian Valley Chamber of Commerce. Jeff shares although much of Plumas County was burned that there is still a lot of area in Plumas County that was not touched by the fires and is beautiful.
- d. Heather – Grinduro (Mt. Bike Race) is happening Memorial Day weekend. Discover Siskiyou is launching a website refresh and busy planning spring activities-hiking, biking, waterfalls. They are also working on a responsible travel guide.
- e. Ed – City of Redding’s biggest event Kool April Nites will have the big cruise on 4/29th with the event beginning 4/23. Redding Rodeo will be in May and high attendance is expected this year. Rotary is working on putting together Beer Week in August. Ed explains there has been a change of ownerships in a couple of the major beverage distributors in Redding. Sundial Bridge is lit up yellow and blue to honor the difficulty Ukrainians are going through at this time.
- f. Ryan – is impressed with the number of artistic people in Trinity County. The county is planning music and art events to highlight the artistic talent in the area promoting shoulder seasons when the weather is great and there is still occupancy to fill.
- g. Kelli – Trinity Arts Council is doing a Trinity Places itinerary. April 1st VisitTrinity.com will link to TrinityPlaces.com. Ryan shared hikes through the forest roads are marked and will be on TrinityPlaces.com. Kelli shared there are 8 Tesla charging stations in Weaverville.
- h. Matt – shared he is no longer the President of SLBOA. Shasta Lake level is currently 127’. There is a lot of snowpack in the area to provide run off. Digger Bay might move up toward Bridge Bay. Updated information to come from Matt on projected lake level. Lowest lake level since 1977 was 2021, however business was very good. Marina gas is estimated to be \$7.25 - \$8 per gallon. Trends – bus groups are coming back and school groups as far south as Sacramento and north from S. Oregon. There are plans to build a diner/café at the caverns. Matt is

planning to expand the current dinner cruise to a boat that has a double or triple deck. The 2023 National Caves Convention will be at Lake Shasta Caverns in the first week of October.

Adjournment at am by 11:32 Board Vice President. Kelli Motions and Ed Seconds.