Feather River Tourism Association

Regular Board of Directors Meeting

AGENDA

Friday, December 10, 2021, 10 a.m. by zoom or Chester Chamber Office

Join Zoom Meeting

<https://zoom.us/j/97019744747?pwd=cXVpSUNIeFVmZWF3WDRZc0hhVDJoZz09>

Meeting ID: 970 1974 4747

Passcode: sC8NPt

1. Call to order and introduction of audience/Public Comment.
2. Approval of Agenda
3. Approval of Minutes from the Regular Board Meeting November 19, 2021 meeting
4. NEW BUSINESS
   1. Matt Staggs on the 3 week video campaign that just ended
      1. [Discover Plumas County Tourism Campaign Recap & RAM Study Results.pdf](https://drive.google.com/file/d/1-YQGEaE3xCHqbkIa5GfvnvbVVwTh93dI/view?usp=sharing)
   2. WEBSITE Proposals and Decision Making Strategy - Lisa
      1. [RFP Candidates](https://docs.google.com/spreadsheets/d/1afUibuChRDRrw4H2Unb6tAJ86AdGhzOrWUstH1huFBI/edit#gid=0)
   3. Digital Marketing Strategies - Josie
      1. [DPC Immidiate Needs Digital Marketing Plan.pdf](https://drive.google.com/file/d/1Bc4MZZCkHWHgqfVLCKLtRgIyxYAxxcfu/view?usp=sharing)
      2. Media Plan Doc - Lisa
         1. [MEDIA PLAN](https://docs.google.com/spreadsheets/d/1521vryG7AN01DiYrFZ_3M7Rnaogf5iX08TRSUYSj8sk/edit#gid=0)
   4. Responding to communication via website - WHO? - Lisa
   5. Discussion of paying back loans
5. ACTION ITEMS
   1. Approve Financial Reports
   2. Paying Back Loans
   3. Approve letter of support for Feather River Land Trust’s Economic Development Grant of $300,000 to create a first class visitor destination site at the Olsen Barn Meadow Preserve in Chester.
   4. Approve verbiage to add to Board Policy: Karen made motion to approve policy and Lisa will write this sentence and add to Board Policy under financial Expenditures
6. FINANCIAL REPORT
   1. None at this time
7. UPDATES/FOLLOW UP and OLD BUSINESS:
   1. Fall Video Project Accounting - Susan
      1. Ref: [emails re: Video Follow UP with Matt Staggs](https://docs.google.com/document/d/1b74kiALABf7sM-IWSmodQcejtlpnBN-fl8QCY2wrzGQ/edit#)
   2. DECISIONS ABOUT DISTRIBUTIONS TO MICROZONES
   3. Update on use of Brand Deck from Stuart ie: cards and email signatures, stationery etc...
   4. Next steps with Tax Collectors Office
   5. Annual Report per our FRTMD plan- Determine steps needed/deadline
   6. There is a Need to adopt a formal process of bringing on new board members - Karen
      1. Sharon requests that we request attendance at meetings - we need active board members
         1. Sharon will work on policy for this with Lisa
   7. Draft Thank You Note to Doner’s - Susan
8. Select date for next board meeting
9. Close meeting