Feather River Tourism Association

Regular Board of Directors Meeting

January 21, 2022

MINUTES

ZOOM LINK: Join Zoom Meeting

<https://zoom.us/j/7205975248?pwd=ZG1LMGJWc0N5Z1pRcjExS3c3QmxvQT09>

Meeting ID: 720 597 5248

Passcode: qp1QpZ

Friday, January 21, 2022, 9 a.m. by zoom or Chester Chamber Office

1. Call to order and introduction of audience/Public Comment.
	1. 9:04 a.m.
	2. No public content
2. Approval of Agenda
	1. Karen - add one item
		1. Stuart amended contract added to Updates
3. Approval of Minutes from the Regular Board Meeting December 10, 2021 meeting
	1. [December 10, 2021 BOARD MEETING MINUTES](https://docs.google.com/document/d/1oJjLVexKPh-Y8yXvEJh-wm9W5ZWI7exutBOwrGr-4Kw/edit?usp=sharing)
	2. Susan motion to approve, Karen Second, All in favor, motion passed
4. NEW BUSINESS and items requiring action
	1. RFA Decision to go with Carrie Hawthorne
		1. New Proposal: [Proposal from Carrie Hawthorne Consulting - FRTA website redesign.pdf](https://drive.google.com/file/d/1QdOTW-yRj21a-8uWAD4uuhc8cnwH6JoL/view?usp=sharing)
		2. Reviewed RFP Process
			1. Michele recommended final candidate based on analysis
			2. We went with this and had 2 follow up discussions and Q&A
			3. We did a thorough search and her contract is 32K
			4. Timeline is extended from original RFP to mid-may
			5. Sharon - we will aim for May 1 and we already have a website presence, so best to make the launch excellent!
			6. Current website was favorable, so we have time to launch
	2. Logo & Brand Discussion
		1. Comments from Board members: [LOGO feedback](https://docs.google.com/document/d/1oSh3c4Jg4U5naAPCquOC9koi8DKjK23vMlMGCOpgIqg/edit?usp=sharing)
		2. WE need to change our logo because there is a lot of negative feedback on the logo that we adopted.
		3. Stuart revised it (attached)
			1. Pushback on the revision - not realistic and we have asked him to go back and make it more realistic and give us another logo that maybe represent mountains
		4. Josie recommends a smaller group to evaluate the logo consisting of stakeholders and outsiders
			1. Need buy in by lodging providers as well - Karen
			2. Josie - maybe an informal survey to lodging providers with maybe 2 ideas…
				1. Create a sub committee
				2. Todd - agree we need outside input, but this will take a lot of time!
				3. Sharon - a logo is going to make an impression, but it is not the total brand
			3. Karen - gameplan. Each Board Member suggest a few people for a sub-committee and we have a zoom meeting, kickstarted with a survey. People respond initially to the logo individually and then we have a zoom meeting.
				1. Josie will do this! Need input from each board member to participate
				2. Survey then meeting to follow
				3. Josie to then organize a zoom meeting to finalize input from public and send to the Board
	3. Paying Back Loans
		1. Ref: (from minutes 12/21)
			1. Waiting on Quarterly Assessment
			2. Recommendation to pay back 12K
				1. Janice - do it soon, he’ll be out of the country
			3. Sharon - (Karen second) motion to pay ⅓ to each of Loan Amount based on what they paid - total is 37K
				1. All in favor - motion passed
	4. Microzone allocation discussion - Susan
		1. Referring to BUDGET CASHFLOW doc in item 5b.
		2. Budget for 2022 shows that if we are correct in revenue projection, it will be 169K for 2022 and 37% will go to microzones and that is approx $62,800
		3. Proposal is that each microzone gets 10K and then percentage of what they bring in via assessment
		4. Another proposal is to just disburse 10% immediately of what we collect and then we allocate based on the percentage each microzone contributes.
		5. We need to vote on any changes to this formula
		6. Whichever scenario we go with, we have to decide how we will do this…how is microzone going to receive $ and spend $
		7. Sharon - since we don’t have a formal advisory from each microzone, we should allocate to Marketing Director to visit with each zone entity when they are organized.
		8. There is no formal criteria for distribution right now - Sharon
			1. We are pulling out 37% for microzone, and some goes to marketing director
			2. There is a chunk left over and it is marketing money to go out and do ads and promotion
		9. Susan - ideas that will put HEADS IN BEDS should lead the distribution decisions
		10. Josie - very important that we have unified voice across the county
			1. Any kind of marketing campaign done in Almanor benefits IV for example.
			2. There are great small projects happening and we can fund these
			3. Marketing Director vital and mini grant process for small projects
		11. Karen - we don’t have infrastructure yet to handle disbursements, but we do want to fulfill our commitments as per the Management Contract
			1. We will have to be able to JUSTIFY our decisions about microzones
			2. Susan will write something up and put together a grant process for next meeting
		12. Janice - thought we had Advisory Committees from each zone to make these decisions and receive this money
			1. Karen - we have not had the capacity to create these committees nor do we have the microzone data
			2. Josie - what if we don’t have a marketing director that could help create the strategy…we could create a simple marketing campaign online that could promote certain web pages. All virtual. Ie: pay per click with all for action. Virtual Targeted audience strategy.
				1. Must align with the Management Plan
		13. Todd - likes the idea of allocation going toward the regions virtually (Josie’s idea)
			1. Why do we have marketing director budgeted out of microzone allocation, IV might not have enough for marketing if most of their allocation goes to a Director.
			2. Maybe we can push out the plea for ADVISORY COMMITTEE MEMBERS and they can give input on the logo.
			3. Josie - create a small allocation so that we can start the process…
5. FINANCIAL REPORT
	1. [2021profit and loss (1).PDF](https://drive.google.com/file/d/1h549KdBnFwwf8yGtys_mOV1zQYNKfqBl/view?usp=sharing)
	2. [2022 Budget-Cashflow](https://docs.google.com/spreadsheets/d/1og_dYHBMqT4RTy5zWM5eXgStMwRzVofYKp8FhmMwu3I/edit?usp=sharing)
6. ACTION ITEMS
	1. Approve 2021 financials
	2. Approve Financial Reports
		1. Motion by Todd to approve, second by Josie, motion passed
		2. 2022 Budget
			1. Approval on budget tabled
	3. Approve Website Development by Carrie Hawthorne
		1. Budget
		2. Point of contact
		3. Extended Timeline
			1. Motion by Josie, seconded by Karen, Motion Carried
	4. Approve Sharon Roberts as FRTA representative to work with Carrie for 14 weeks at 40 hours per week $25 per hour for up to $14,000. Explanation: Sharon has the most knowledge of the FRTA website, has the time available, and we don’t have the time to hire anyone else. Civitas said that it would be appropriate as long as we paid market rate and there weren’t other options.
		1. Todd - this is a GREAT plan!
		2. Josie - agrees with Todd
		3. Janice - agrees!
		4. Motion to approve - Janice to hire Sharon to work with web designer up to $14,000, Todd second - motion carried!
	5. Approve new logo and brand deck - tabled, nothing submitted by meeting time.
	6. Paying Back Loans to lenders (1/3 loan payments of $12,000 by the end of January)
		1. Sharon - (Karen second) motion to pay ⅓ to each of Loan Amount based on what they paid - total is 37K
			1. All in favor - motion passed
	7. Distributions to Microzones - no action taken, need more discussion, Susan to create proposal for next meeting
7. UPDATES/FOLLOW UP and OLD BUSINESS (not requiring action):
	1. Newsletter - Lisa
		1. Ref: [REQUEST FOR CONTENT:](https://docs.google.com/document/d/1Kq_Bzpkp5VMg8ANQLylfl5IKuGZo5LUIRsVd6dfA-Js/edit?usp=sharing)
		2. Lisa to resend request based on what we have
	2. Next steps with Tax Collectors Office
		1. County hired Granicus
		2. Gabriel is resigning, not sure how we are going to work with Julie
			1. Julie has until 2/11 to get info to Granicus
			2. Granicus will send out letter, but Julie has to approve the template
			3. Sharon would like a letter to be sent before the official onboarding of Granicus
				1. We have list of providers and Julie has to just approve letter and Granicus sends it out
				2. Suggestion to call Sherrie and see how we push this forward with Julie

Might take the DA to go after Julie…

Sharon would reach out to her

There are 127 non-compliant lodging providers and 67 are airbandbs and county is collecting TOT, but we are not getting our 2% assessment.

Julie Is NOT going after them…

Lisa to send to Sharon Kevin G. Contact info

* 1. Stuart’s Contract Update
		1. Karen wants folks to know that we approved his original 9K commitment and we are asking for revisions so we are paying him for that. We had 1K (approved previously) that we amended to revising and upped by 1K bringing to a total of 2K.
	2. Update on Annual Report per our FRTMD plan- Determine steps needed/deadline - Karen
		1. Met with Sharon, but tabled to next meeting
	3. 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
			2. Board Membership vernacular…tabled to next meeting! Sharon to draft and send to Lisa
	4. Draft Thank You Note to Donors - Susan
		1. DONE as per Susan
	5. Hiring a Marketing Director
		1. Create a job description with budget line item
		2. Lisa and Josie to craft JOB DESCRIPTION with rates
			1. Lisa to send job descriptions to Jose and she can vet and share at next meeting
1. Select date for next board meeting
	1. February 25, 2022 @ 9:00 a.m. via zoom
2. Close meeting: 11:00 a.m.