

Regular Board of Directors Meeting Minutes

Tuesday, June 22, 2021 11 a.m.

Topic: FRTA Board Meeting

https://us02web.zoom.us/j/87275996755

Present: Karen Kleven, Janice Heyman, Sharon Roberts, Shelley Hunter, Lisa Kelly (minutes) Clint Koble (Guest)

* Call to order and introduction of audience/Public Comment. 11:03
  1. Ideas for Tag Line
* Approval of Agenda
  1. Revisions suggested by Karen - Staffing
     1. Approving job description for Marketing Administrative Coordinator
        1. Going out through AFWD
           1. Discussion: Sharon motion to approve, second by Shelley, motion carried
           2. Might have to create an ad-hoc hiring committee for July meeting
           3. Karen suggests, herself, Susan and Shelley
           4. Motion to approve hiring committee SHARON, second by Shelley
     2. Possible Action Item to VOTE ON OUR NAME as per Stewart
  2. Motion to approve the agenda by Sharon, second by Janice, so moved
* Approval of Minutes from the Regular Board Meeting on May 25, 2021
  1. Motion to approve by Shelley, second by Karen, so moved
* Update: FRTMD contract with Plumas County (Karen)
  1. Contract with the county is signed - by County Counsel and Clerk of the Board and Jeff Titcomb as Secretary
* Communication with lodging providers and the general public. (Susan Bryner, Shelley Hunter)
  1. No communication to date with stakeholders
* Finance
  1. Report:
     1. Balance: $38,561
     2. Income
        1. Assessment: $11,061 (1st quarter) for Jan, Feb, March of 2021
        2. Loan $30,000 acquired by Susan from Tim O’Brien
           1. Low interest loan to be repaid with 2% interest
     3. Expense
        1. $3000 Colorola - branding
        2. $1000 - SMG- Strategic plan
        3. $356 - D/O insurance
  2. CPA oversight - Robin Schumacher - SingletonAuman - quarterly reports soon.
     1. Anticipating thorough financial reports with her involvement
  3. Cash flow projection (Karen)
     1. Sharon - Assessment for 2nd quarter anticipated at $60,000
     2. Karen - Susan suggested we get approval from Microzones for GENERAL MARKETING (county-wide)
        1. Sharon - let’s make this an ACTION ITEM for next Board Meeting
        2. Karen - we won’t be getting assessment till August, so we’ll know what we have for marketing funds
* Tax Collector office report (Sharon)
  1. PROGRESS IS BEING MADE!
     1. Some glitches in software, but moving forward
     2. Assessments will be sent
     3. Lists of lodging providers not available (paid TOT but not 2% assessment)
     4. No assessments coming from Outdoor recreation providers, saying they are EXEMPT. Sharon to keep up research
  2. Grancious Software Company will track down vacation rentals via 75 platforms
     1. Would cost the county $20K
     2. They will NOT move forward with that - no urgency to do so. County has to do an RFP to get bids from other providers.
     3. Cost would be $6,400 and we’d bring in $30K by just collecting from non-payers such as short term renters/VRBO/AIR B&B etc…
     4. Takes them 30 days to collect data and we’d have 90 days to pay the $6,300 to Grancious
  3. Microzone breakouts
* Staffing - Personnel
  1. Marketing / Administration Coordinator (job description and announcement) Karen
  2. Advertising for position
* Marketing
  1. Consultant updates: (Shelley)
     1. Stuart from Colorola update about branding (11:30)
        1. Stuart presented design and name: “Discover Plumas County”
           1. Has “shelf-life”
           2. Implies “adventure”
           3. This can be finessed with many marketing campaigns
        2. Motion to approve Discover Plumas County made by Shelley, second by Sharon. MOtion Carried
           1. Karen will check in with Susan and Todd to get their input
     2. RFP for website (who writes it)
        1. Should we elevate the timeline for this - Karen?
           1. Stuart - works with a lot of agencies that do this, so he can refer that out and retain role as creative director
           2. He and Shelley to discuss recommendations for web developer and Stuart take on creative
* Advisory Board - updates
  1. Applicants for advisory Board (Susan) - Discuss
     1. Applications from Lisa Kelly (Quincy), Kelly Tan (Indian Valley), Kevin Sweeney (Lassen), Matt Staggs (Almanor)
        1. Lisa to send app info to Greenhorn Ranch
     2. Update - have they been contacted, etc.
* Other updates or discussions
  1. update on Granicus ( software to find short term rentals) - (Sharon)
  2. Sharon - should we pursue this?
     1. Karen - we need to determine how it will benefit us
     2. Sharon - call to Julie, we are willing to pay for software, and we will write the letter (#2), would you insert it with TOT letters that YOU write (#1)
        1. There are two letters, one of TOT non-compliance - Julie sends
        2. Second letter is what WE DRAFT - that is for those who pay TOT and are not paying the 2% assessment - FRTA writes
        3. Sharon made motion for the above - second by Karen, so moved
* Board meetings
  1. Next Regular Board meeting - Tuesday, September 21, 11 a.m.
  2. Skip July and August because the board members are so busy.
  3. How best to take care of business?