

Regular Board of Directors Meeting Minutes

Friday, September 17, 2021 10:15 - 11:30

Zoom login: <https://us02web.zoom.us/j/87275996755>

ATTENDING: Lisa Kelly, Karen Kleven,

* Call to order and introduction of audience/Public Comment. 10:15 a.m.
* Approval of Agenda ALL
* Approval of Minutes from the Regular Board Meeting on June 22, 2021 ALL
* Check in with board members to see how they are doing.
* Approve Board resignation of Janice Haman, manager of GoldPan Lodge, as of end of this meeting 9/17/21. Thanks for your service
  1. Shelley Hunter has resigned and committee has approved
  2. Tabling the resignation of Janice Haman for next meeting
* Approve new Quincy/Bucks Lake Board member Jason Sterrett as of end of this meeting
  1. Unavailable for ZOOM meeting
  2. Interested in being on the Board
     1. Up to 7 members on Board
        1. Up to 3 Advisory Committee members for each sub-zone
  3. Vote of approval for Board Membership will be delayed until we have Bio and other information
     1. vote to follow
* Communication with lodging providers and the general public. (Susan Bryner, Shelley Hunter, Sharon and Karen)
  + Jeff - Indian Valley no longer has any lodging to contribute to the Management District
    - Susan - we would like to continue representation from Indian Valley
    - Jeff to continue to be present and participate on the Board
      * Jeff still active in Shasta Cascade Association
      * For next meeting, a more in depth discussion of the new situation with the loss of Greenville
  + Enews
  + Needs survey
* Finance
  1. Financial report from Robin Schumacher at SingletonAuman

Finance report approved Motion to approve by Jeff Titcomb, second by Sharon

* 1. 2nd quarter assessment - $40,000 (Sharon)
  2. Grancious Software Company will track down vacation rentals via 75 platforms

Discussion of collection of fees by county. Will move forward to encouraging county to collect fees.

* 1. Microzone breakouts (Sharon)Lack of lodging in Greenville mentioned. No move to change microzones at this time.
* Staffing - Personnel
  1. Approve contract for Marketing/Administration with Deborah Housen not to exceed $5000 through October 31, 2021.
     1. Susan Moves to engage Deborah Housen Sept 20th through Dec. 31st at the rate of $35/hour for 20 hours/week All in favor
        1. APPROVED
  2. Approve contract with Stuart Patterson not to exceed $1000 through October 31,2021 for marketing consulting.
     1. Karen to make a motion that we approve to assist with marketing @ $125/hour not to exceed $1,000 - ALL
        1. APPROVED
* Marketing
  1. Approve logo by Colorola (attached)
     1. LOGO approval
        1. Janice, Sharon, Susan, Karen, Shelley like LOGO
           1. LOGO Approval pending discussion between Stuart and Todd

Todd will email committee and pending this discussion - Approval and Adoption of Logo

* 1. Discuss and approve the media deck by Colorola - NOT DONE
  2. RFP for website - Marketing/Administration contractor will submit requests for proposals with assistance from Sharon.
* Other updates

1. SBA loans will be available for businesses who lost physical asset and income at very low interest rates. (Sharon & Susan) fema is available to help businesses filing for that.

b.Economic Development Administration Karen discussed the possibility of EDA grants. The Olson Barn as a place to develop as a tourist draw, destination was mentioned.

c.Other

* Board meetings
  1. Next Regular Board meeting - scheduled for October 22 2021 at 10 am.
     1. Discussion of VIDEOs to promote our area, Introduced the idea of the need to let the public know that Plumas County is still open for business. Discussed the possibility of helping support a video being made. Needs to move forward in November, tabled until Oct 22 meeting.

Meeting adjourned at 11:40

Motion to adjourn by Sharon seconded by Todd