

FEATHER RIVER TOURISM ASSOCIATION

www.featherrivertourism.com

P.O. Box 1807  
Chester, CA 96920

Regular Board of Directors Meeting

MINUTES

Wednesday, April 14 11 a.m.

Location: Zoom

* Call to order and introduction of audience/Public Comment.
  1. Karen called to order at 11:04 a.m.
  2. In attendance: Lisa Kelly (note taker), Karen Klevin, Susan Bryner, Shelley Hunter, Janice Haman, Sharon Roberts, Todd Geer
     1. Guests: Clint Koble, Jason Sterret, Tom McGowan
* Approval of Agenda
  1. Motion: Sharon, Second, Shelley, Motion Carried
* Approval of Minutes from the Regular Board Meeting March 17, 2021
  1. Minutes approved with the following corrections
     + 1. Motion Sharon, Second Susan, All in favor
     1. Amend - maintain rec sites of Eastern Plumas on our website as they stimulate the market
        1. Remove discussion pieces
     2. Amend to include Todd Geer and Jeff Titcomb
* Update: FRTMD contract with Plumas County (Karen)
  1. Karen requested Gabriel to respond with approval of contract (signed) prior to next Plumas County Board Meeting
* Communication with lodging providers and the general public: Susan Bryner, Shelley Hunter
  1. Susan suggested we write article for the next newsletter about Strategic Plan
  2. Re-run article about Sierra Buttes Trail Stewardship
     1. Mentioned the Feather River Tourism Association
  3. Sharon - question on newsletters
     1. Do we want to get a newsletter out prior to the Board Meeting
        1. Susan - not sure, suggests after Board Meeting following Board Meeting
* Finance
  1. Report: Karen Klevin
     1. Received grant of $1100 from Bread for the Journey for insurance
     2. Purchased Commercial Liability Insurance for $840.00
     3. Purchased Director and Officer insurance on payment plan. Will receive an invoice.
     4. Balance: $840.00
  2. BOS presentation: Susan
     1. Susan: createed a presentation that summarizes our status and challenges
        1. Challenges to success: we’ve been doing this for 6 years as volunteers. We need paid staff going forward
        2. We are going into year 1 with existing debt
        3. Eastern Plumas status created increased work and planning
        4. AirB&B blanket contract creates issues because tax collector unable to separate regions for remuneration
        5. Requesting 50K in start-up funding for May so that we can see the receipts right away
        6. Stakeholders are enthusiastic to move NOW vs. November
        7. Suggest that the Board of Sups become a partner, but presented three options for their role including do nothing which is NOT preferred
           1. Karen suggested fourth option for Board to extend us a loan

Sharon - don’t include as an option to extend LOAN, we would rather they partner with us fiscally

Karen and Susan agree

* + - * 1. Karen - do we want to send out the report ahead of time
        2. Susan - there is a LINK on the website
      1. Sharon - suggested motion to VOTE on whether we include option #4 of a loan i the amount of $50K
         1. Susan, motion made that if Board would offer to loan us money, we’d consider a loan as option #4 for partnership
      2. Karen - are we bringing up our challenges working with Tax Collector
         1. Susan will handle
      3. Clint - bring up the economic benefit of the FRTA to ancillary businesses
         1. Karen to make a note to include and highlight
      4. Karen - Carl brings up that we are actually “increasing” the General Fund
    1. Susan Ran Carl’s Marketing Report by Sharri Thrall and she was impressed with the report
* Strategic Planning with SMG - ALL
  1. Action: Approve 3 year strategic plan (attached)
     1. MOTION TO APPROVE: Susan, seconded by Janice, Motion Carried
        1. Shelley - do we have to agree with the budget portion of the plan?
           1. Susan - Carl left out contingency plan funds, so it needs to be adjusted to balance
           2. Susan - we are bound by budget in marketing district management plan indicating that 37% of funds to go to microzones. And, this is a draft budget in the Strategic Plan, bound by the Management District Plan that the Voters approved
     2. Karen - asked Shelley to create cover and change to a PDF
* Discussion: Advisory Board
  1. We will vote on Advisory Board in May
  2. Applied: total of 4 applications as of this date
     1. Vote on Board Members in May
* Discussion: What to do about lodging providers not set up to pay assessment yet?
  1. Sharon - Greenhorn has not been set up to pay the assessment
     1. Lisa to follow up
  2. Sharon listed properties that are not set up to pay
  3. Todd - how is it handled now if property owners are NOT paying TOT?
     1. We don’t know, currently, who is paying and who is not
  4. Shelley - suggestion to audit the certificates that were turned in this first quarter
     1. Susan - we should request the certificates from the Board
     2. Sharon - request that the County enforce the regulation that lodging providers including AirB&B have to have a TOT certificate
  5. If lodging providers refuse to add the assessment, they are removed from the website
* Discussion: Working with Eastern Plumas
  1. Susan: Sharon did some research and reached out to Nakoma and Bob Hickman from the Chalet View and he is interested in participation
     1. He has same sentiment as other Eastern Plumas lodging providers - we’re full in the summer and shut for winter, so not a big deal for us
     2. Clint - Richard at Nakoma is the person who has influence over other folks in Eastern Plumas
     3. Susan - it took us over 6 years to get this done, with 2 of those years trying to get participation from Eastern Plumas. An additional year trying to get tax collector to split the district
        1. If Eastern Plumas wants to participate, they should approach us.
        2. There are some options for participation
* Marketing
  1. RFP for branding consultant finalized - Attached (Karen)
     1. Karen - send out soon or wait until Board meeting next week
        1. We have to change the dates on the RFP, currently says could start anytime between May and July
           1. Need to solidify the date contingent upon…
        2. Susan - send out now because could delay start of work, things often take longer than planned
           1. Deadline is April 30th
        3. Sharon sent out a list of possible vendors
           1. If anyone has marketing or banding firm please send that to Sharon so we can send them an RFP
* Other updates or discussions
* Next Regular Board meeting - Tuesday, May 18, 2021at 10:00 a.m.