

Regular Board of Directors Meeting

Minutes

Wednesday, February 3, 11 a.m. via zoom

In attendance: Susan Bryner, Karen Kleven, Shelley Hunter, Todd Geer, Sharon Roberts, Janice Hayman, Jeff Titcomb, Lisa Kelly (Note taker)

1. Call to order and introduction of audience/Public Comment.
   * Call to order at 11:02 a.m.
   * No audience or public comment
2. Approval of Agenda
   * Sharon moved to approve, Susan seconded
     + Motion carried
3. Approval of Minutes from the Regular Board Meeting January 21, 2021
   * Move to approve by Sharon, seconded by Shelley
     + Motion carried
4. Update: FRTMD contract with Tax Collector’s office
   * Karen – sent contract to Gabriel based on County Council recommendation
     + He is swamped and he says he does NOT have to review, but will forward on to County Council
     + Karen will keep checking in on it in order to get response
     + Mike from Flannagan and Levitt noted that it is important to have Directors Ins (DNO) and General Liability and that is his recommendation
       - In contract, says we’ll have workers comp, but won’t need until we hire
     + Susan – do we have $1,100 in the budget
       - Karen – not now

5. Update on communication with lodging providers and the general public. (Susan Bryner, Shelley Hunter, Karen Kleven)

a. Updating database for communication discussion

* Karen - no login for Mail Chimp
* Need to update the database to update everyone on new developments
* Susan – we can update via the excel spreadsheet. She’ll upload in google docs
* Karen – we have spreadsheet for all groups except REC
* Karen – would like to update addresses into “target areas”
* Susan – we have several “audiences” and we need their title and job/work/business name
  + E-news for lodging and public updates- what, who and how often

Discussion

* + - Karen - We don’t have paid assistant
    - Susan – Shelley and I can do it, but we need content
    - Susan – I am uploading videos now

ii. Shelley – Idea to include feedback from workgroups in public update

Discussion:

* + - * It is not easy to use Mail Chimp
        1. Hard to delete contacts
        2. Nervous about updating contacts because it might mess things up!
        3. Sharon – trying to eliminate bad e-mail addresses and re-enter the correct information

We should be able to edit the soft bounces

* + - * 1. Susan – solicit for more e-mail addresses

Will share new e-mail addresses with Sharon

We are getting e-mails, mostly about if folks are in the district

We got one e-mail from distraught lodging provider

Not sure if it merits a response

iii. Karen – is our current PO Box personal?

* + - * Susan – it is, and we’ll get an official PO Box soon when we need it
  + Online survey - discussion
    - Karen - Might ask Carl for input on an online survey
    - Mailchimp has an online survey tool
    - All like the idea of an online survey
    - Susan – same questions that have been asked in the focus groups
    - Sharon - Sent an e-mail to Theresa at Plumas Corp that we used from the Visitors Bureau

6. Fundraising

a. Draft Budget

1. Karen – Draft budget is being compiled to include debts ie: postage and website fees that have been paid by Board Members.

2. Might consider bringing on an administrative assistant –

a. Discussion

* what would that look like – job description and money
* Todd – when are we getting disbursement from County?
* Sharon – Mid-May
* Susan- think we should hire exec director who can pick admin. Asst later
* Shelley – where are we getting the money to start?
  + Karen – will send out budget and numbers to Board

b. Ideas for generation of income

i. SBC - contact Clint is one suggestion

ii. SNC - discuss new proposal (Karen)

1. contact new Director after focus groups are completed

iii. Bread for the Journey (Karen)

1. They do small grants up to $1,000

iv. Discussion:

* + - BIG QUESTION – so do we want to look for $ before we get assessment?
      * Susan – no, takes time and we have not been in business long enough to qualify for loans
        1. I can help out a little bit
        2. Need a good feel for what our first disbursement might be and then seek an exec. Dir. Vs. hiring admin
      * Karen – who can come up with what our incoming revenue might be?
        1. Susan – if we can get Julie to get us an estimate based on Q1 from last year and estimate about 40% of that as our first disbursement.
        2. Then we can estimate what position to hire: Admin vs. Director
        3. Sharon – was going to wait till beginning of month to get last quarter’s income/reports of TID

Asked Julie for 2019 numbers, wouldn’t send

Said that the 2020 numbers are close to 2019

Small group to meet and discuss budget

* + - * 1. Karen – I will write Bread for Journey to get $ for insurance
        2. Susan – need to write job description

Janice and Susan to craft it by next meeting for group to review

Susan – sent contact info for the person at Butte

Carolyn

* + - * Karen – we have quite a bit of debt
        1. Might craft a plan to repay the loans
        2. Also, a list of folks who don’t want their money back

7. Update concerning work with SMG.

a. Discussion:

* Karen – Carl asserted that it is important to sustain communication with those folks already involved
  + - Carl brought up the “blue ocean” marketing concept
    - We should read about it – make our OWN marketing plan where we are NOT competing with Truckee or Tahoe
    - Karen – Sally Yost came up with good tag lines
    - Karen – Carl’s direction is really good – what do “WE” value here

b. Rec group - Sharon, Shelley

c. Arts and Culture - Janice update

d. Lodging provider/local business focus group (Sharon)

i. Discussion

* We are going with one big meeting. Hopefully will last a little longer to get feedback
* Sharon – Quincy did a good job describing the culture of Quincy, hopefully can replicate with other groups
* Shelley – this is the biggest group of all and it is difficult to get input from everyone

Suggestion: need to be expedited and concise

We don’t’ want lodging providers to be marginalized

* Karen – Totally Agree,
* Shelley – might be able to input via e-mail if they are not “heard” in a large meeting
* Karen – do we want additional meeting for JUST lodging providers?
* Susan – we could definitely make effort to communicate personally with lodging providers. Maybe a follow up with Strategic Plan and/or survey for more input
* Todd – I wonder if tomorrow’s meeting is first opportunity to express dissatisfaction
* Susan – agreed, think that maybe Carl will be able to handle the first time dissatisfied folks
* Sharon – we have balance of those who are pro and con AND we have folks who have converted their opinions
* Todd – re: Dissenter from Canyon Dam – maybe we can address them individually and make concerted effort to reach out to them
* Susan – I’ll send you his e-mail and Todd will follow up
* Karen – should we say something to them directly?
* Susan – we’ll share the strategic plan for their input, could be a call without Carl, just share plan and get input
* Susan – is there time in sector meetings to share information from Board Members? Karen – yes, I have done so at end of meeting
* Sharon – Will ask Carl to let folks know there will be follow up for LODGING PROVDERS
* Susan – we have this in our by-laws that we will meet with lodging providers once a year, and this could meet that by-law

8. VisitCaliforni2/18-2/://industry.visitcalifornia.com/events/current/outlook-forum-2021

i. Discussion

* Sharon – Carl suggested we attend this on 2/18 and 19
* Jeff – they would like us to show some solidarity with visit California
* Sharon – how do we do that?
* Jeff – with visit California, they support Rural Cal.

They want some feedback indicating if what they do is helpful to us. This helps us get support from them and shows them how their plans are helping us

* Karen – should we attend?
* Jeff – YES AND show solidarity with Shasta/Cascade
* Karen – we could move our meeting from 2/17 to another date so we could attend the Visit California.

9. When and how to start update of website. (Sharon)

a. Sharon - Need to add/drop business

asked Jeff – any new businesses in Indian Valley to add/delete?

10. Other updates or discussions

a. Survey

i. Sharon – send out

11. Next Regular Board meeting suggested to be Wednesday, February 17 @ 11 a.m.

a. Include suggestions about office space and umbrella organizations

b. Advisory Board under Brown Act

i. Sharon – invite Carolyn from Butte to share what they are doing on their advisory board

ii. carolyn@explorebuttecounty.com" [carolyn@explorebuttecounty.com](mailto:carolyn@explorebuttecounty.com)

12. Adjourn

a. Motion made by Karen, seconded by Sharon

Adjourn at 12:03