

Regular Board of Directors Meeting

MINUTES

Friday,, October 22, 10 a.m. by zoom or Chester Chamber Office

Join Zoom Meeting

<https://us06web.zoom.us/j/88331910685?pwd=dXJhQUgxRWhpQ3BNWVpxOXhKL3dldz09>

Meeting ID: 883 3191 0685

Passcode: 584049

In attendance: Susan Bryner, Sharon Roberts, Janice Hayman, Karen Klevin, Todd Geer

1. Call to order and introduction of audience/Public Comment.
   1. Called to order at 10:03
2. Approval of Agenda
   1. Susan move to approve, Janice second, all in favor, approved
3. Approval of Minutes from the Regular Board Meeting September 21, 2021 meeting
   1. Susan moved to approve, Sharon second, All in favor, approved
4. Confirm Janice is staying on as board director
   1. DONE
5. Update on Video Campaign
   1. Confirm approval of 7,000 for video footage with Spanish Peak Productions
   2. Discussion of any additional funding for pr
   3. DIscussion: both videos turned in, branding for Almanor is not on the most current video
      * + Susan talked to Plumas Bank and BJ North taking proposal to foundation for funding

* Quincy Chamber put out to members and Plumas News picked it up and the Sheriff's
  + - * Association expressed interest and wanted to know if Sheriff could have a presence
      * Have $19K committed to date and Quincy Chamber added $1K total $20K
      * Looking for $10K from Plumas Bank
      * Todd said Plumas Pines is going to contribute
      * Budget Goal is $45K and though we have not reached it, we are launching the video program
      * Goal is to launch by November 1st
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      * Waiting for Matt Staggs with CBS Viacom for distribution strategy
      * **Motion to Approve expenditure of $7K to Spanish Peak Productions for their VIDEO**
    - **Motion by Sharon, Second Susan, All in Favor, Motion Passed**

1. Update of final Brand Deck from Stuart
   1. Discussion - determination of a tagline or wait to finalize tagline
      1. Walked through the HAWK LOGO including color palate for multiple applications including email accounts, letterhead, business cards, and merchandise
      2. Susan explained that the image is more contemporary and relevant
      3. TAGLINE - Discussion of “Above and Beyond”
      4. **Motion to Approve the Brand Deck**
         1. **Susan moved to approve, Karen Second, All Approved, Motion Carried**
         2. Sharon send request for invoice to Stuart
2. Update of new Landing Page developed by Stuart
   1. Approval of expense $3,000.00
      1. Suggested changes
         1. Remove visit our old site
         2. Remove the word Brumal
         3. Fix the email sign up to go to mailchimp
            1. Want a confirmation sent to subscribers
         4. The words “email signup” is not enticing, maybe something more homey and welcoming
         5. Suggestion to break out Fall/Winter because Fall is amazing and Both pages should have people doing stuff…
      2. Motion to approve the expense (with recommendation for changes noted above) - Sharon, seconded by Karen, all approved, motion carried

1. Discussion/Approval of Website RFP
   1. Discussion of
      1. Addition of Social Media and or ongoing marketing component
      2. Create a group to vet the responses to the RFP
         1. Susan and Sharon and Lisa
   2. Susan made motion to approve the RFP, seconded by Karen, All in favor, motion carried
      1. Sharon to send out AND will send out list to Board to add other potential bidders
2. Share letter from Deborah Houssen
   1. Discussion of when to hire full time position
   2. When to re-post position
   3. Discussion of when to hire full time position
   4. When to re-post position
   5. Offer by Lisa to step in and work in this capacity -
      1. Can start NOW
      2. There will Offline discussion as to weather to take advantage of this offer
      3. Contract is approved - Board to discuss sans applicant
3. Discussion of next steps with Tax Collectors Office
   1. Report on call with Sherrie Thrall and Gabriel
      1. Sharon drafted two letters to Julie
      2. County is hiring Granicous
      3. Sharon to meet with Gabriel mid November
      4. Sharon met with Sherrie Thrall re: TOT collections procedures
         1. Supervisor Thrall was surprised that Julie was not willing to collect Air B&B TOT, and has appeared to independently decide that and other TOT decisions ie: use of Federal Lands TOT collection
      5. Susan in favor of a stronger worded letter
         1. Concern about suing the county - Sharon clarified
         2. Recommendation to send softer spoken letter and follow up with strongly worded letter
      6. Sharon spoke to Gabriel and he is aware of the situation
      7. Susan requested that we get a copy of the first letter, and we will CC the Supervisors
         1. We will review both letters and formulate an appropriate strategy for communicating our concerns
4. Current Financial Report
   1. Karen asked Robin for a report but we don’t have it to date
      1. Needs more time for evaluation of cash flow
      2. Rather it not be in minutes
   2. Sharon spoke with her and it was sent this a.m
   3. When complete, we will enter and discuss next meeting
5. Annual Report per our FRTMD plan- Determine steps needed/deadline
   1. Tabled to next meeting
6. Report on call with Jill Drinkwater
   1. Karen got a call from Kristy from Sierra Nevada Conservancy
   2. California GO BUSINESS is interested in what we are doing, they don’t have money, but they may have grants in the future and tourism is now on their ECONOMIC PLAN
      1. They are interested in connecting with FRTA and in the future they can be helpful
      2. Karen to send us information - feels it is a good connection
7. Possible claim against PG&E for loss of revenue
   1. Tabled to next meeting
8. Select date for next board meeting
9. Close meeting