



**SCWA Board of Directors Meeting Minutes**  
**Tuesday December 8th, 2020: 10:00 a.m. – 11:30 a.m.**  
**Meeting via Zoom**

**Meeting Participants**

Dave Gowan, President (Tehama County) - Zoom  
Matthew Doyle, Vice President (Shasta County) – Call In at 10:27am  
Jeff Titcomb, Treasurer (Plumas County) – Zoom  
Ed Rullman, Past President (Shasta County) - Zoom  
Carolyn Denero, Butte County Board Member - Zoom  
Patricia Hagata, Lassen County Board Member – Call In  
Lorissa Soriano, Modoc County Board Member – Not in attendance  
Jake Mangas, Shasta County Board Member – Zoom – Left at 10:48am  
Tina Peluso, Shasta County Board Member – Tried calling in but not able to get access  
Richard Dinges, Siskiyou County Board Member - Zoom  
Niki Brown, Siskiyou County Board Member – Call in  
Kelli Gant, Trinity County Board Member - Zoom  
Laurie Baker, SCWA General Manager - Zoom  
Lisa May, SCWA Director of Tourism - Zoom

**Meeting Guest**

Maggie Alvord – Trinity County - Zoom

**1. Meeting was called to order by Chairman Dave Gowan at 10:04am**

**2. Quorum is confirmed.**

**3. Approval of September 2020 minutes**

- Kelli motions to approve the September 2020 minutes. Dave seconds.
- All in favor. None abstained. Motion passes.

**4. Financial Update**

- Laurie reviews financial update.
  - Dave asks if there is anything moving forward the board should be aware of on finances. Laurie shares with COVID we should discuss options for Tourism Summit - to cancel, postpone Tourism Summit until fall 2021, or move the event to spring 2022. Further discussion follows under General Business.
  - Kelli asked about internet service upgrade. Laurie states that the new service is saving money and since the internet is part of the California Welcome Center that this topic should be moved for discussion to the SCEF Board Meeting that follows the SCWA meeting if the board wants to discuss more detail.
- Patricia motions to accept the financials as reported. Jeff seconds.
- No discussion

- All in favor. None abstained. Motion passes.

#### 4. Executive Board Members –

- a. Melissa Schuster has resigned from the Butte County SCWA Board seat. Laurie shared that Butte probably still has a second seat and she will calculate the number of seats Butte has on the SCWA/SCEF Board and advise. Carolyn Denero remains on our board representing Butte County.
- b. Trinity County Visitors Bureau is nominating Maggie Alvord for the second Trinity County board seat. Kelli Gant shared an overview of Trinity Arts Council and Maggie Alvord's qualifications to be on the SCWA/SCEF Board of Directors. Maggie introduced herself and shared the focus of TrinityPlaces.org and Trinity Arts Council. Ed makes motion to approve Maggie to the board. Patricia seconds the motion. All in favor. No opposed. Motion passes.

#### 5. General Business

- a. **2021 Tourism Summit**
  - i. Laurie shared she planned to review options for the Tourism Summit with Carolyn Denero in January since the event is scheduled to be in Butte County and they are a main sponsor. The event options depending on COVID restrictions are to move forward with the event in April 2021 and go virtual, postpone the event until fall 2021, or wait until 2022. Carolyn Denero shared that she doesn't think travel with events will be allowed in April 2021 so her preference is to move the event to 2022. Laurie shared events that are going virtual are not having good attendance since participants will lose the benefit networking. Patricia agrees virtual not a good idea. Ed thinks the board should decide about when the event will take place during this meeting. There is further discussion around the pros and cons of fall 2021 versus spring 2022 with some concern for fire season in the fall. Consensus is to cancel Tourism Summit for 2021 and plan the event for spring 2022. Motion is made by Carolyn to plan the Tourism Summit for spring 2022. Kelli seconds the motion. Maggie abstained.
- b. **Confirm checks are in the mail for 2021 Visitor Guide county sections. Shasta Cascade Membership/Marketing County options**
  - i. Laurie shared we will keep the same format by county in the UpState CA Shasta Cascade 2021 Visitor Guide if we receive checks from all the counties by December 11<sup>th</sup>. Kelli asked for deadline for individual member listings. Lisa shared she has been contacting members that have not paid with a deadline of December 15<sup>th</sup> to be included. Patricia asked which counties have paid for the VG section and which have not. Carolyn asked if distribution for the 2021 visitor guide will increase. Laurie shared distribution is anticipated to be down with hotels not putting brochures out in the lobbies due to COVID restrictions.
- c. **January deadline for website county sections to be paid-\$500**
  - i. Laurie stated January deadline for payment on our SCWA website for those counties that are paying a la carte versus purchasing a county bundle.
- d. **2021 UpState CA Visitor Guide Distribution**
  1. Distribution will be a delayed due to slow response on county sections. Lisa shares Q1, most likely February.

**e. Shasta County Film Commissioner – Update on RCVB Board Meeting Decision**

- i. Laurie shared that Sabrina gave a proposal to RCVB. The RCVB Board of Directors decided to leave the position in the Redding office through June. Dave asked we keep the SCWA board posted on any updates.

**6. Questions/Comments: 3-minute County Share**

- a. **Kelli**- Lodging is doing well, most events in Trinity County have been cancelled. Maggie shared success of a virtual event that the Trinity County Arts Council did and Trinity County Arts Alive which was an event that benefits children in Trinity County that can't afford music and/or art lessons.
- b. **Ed** – Garden of Lights – The Redding Tourism Marketing Board worked with Turtle Bay funding \$500,000 out of TOT for a \$1m project. Great success, food vendors, incredible venue for the Christmas season.
- c. **Jake** – Redding City Identity Project updates on major projects including Umbrella Alley, Electric Alley electrified at night and a mural by day, Itineraries by Locals that the RCVB team put together, SEO work.
- d. **Patricia** – Lassen County Chamber had one chamber mixer event, but all other events have been cancelled. The chamber is receiving emails and calls but not many visitors. Christmas events have been cancelled in Susanville. Lassen Chamber is struggling with budget and relies on events which have not happened this year. Patricia is hopeful for 2021.
- e. **Matt** – Shasta Cavern attendance was up 40% above their best November ever and 275% above best December month-to-date. Matt visited CA coastal towns and shared Santa Rosa is basically shut down; at 10pm there weren't any people or cars on the streets. There is a \$100 fine for not wearing a mask in some cities on the CA coast. The PCH drive to Big Sur and beyond had cars everywhere, a lot of families. Trend is all outdoors. Looking for a great 2021.
- f. **Carolyn** – Butte County TBID was renewed for 10 years and all of Butte County is now represented. January Butte County is launching a Hike Butte Pass to get people outside.
- g. **Jeff** – All events have been cancelled in Plumas. PG&E is doing a lot of work and occupying hotels. The TBID for Plumas County is expected to be approved in Q1 2021. Focus is on hiking and biking trail Stewardship.
- h. **Richard** – Weed Chamber had a successful Halloween event. November with COVID in purple has cut down travelers. The Weed Chamber Visitor Center is closed as a COVID precaution since they were having 20-30 people per day from S. Cal. The county has renewed their TBID. McCloud is having a light decoration contest. RV Parks are full through November. Families seem to be on the road with kids attending school remotely. Five businesses closed in Weed; two new businesses opened. All events cancelled for November forward.
- i. **Kelli asks which counties do not have TBIDs** – Trinity, Lassen, Tehama, and Modoc do not have TBIDs. Patricia shared that Lassen County is struggling financially.
- j. **Dave** – The Red Bluff Creative Arts Council has added murals in alleyways downtown Red Bluff. Events have been cancelled with some pivoting to do drive through events such as the Christmas parade. Red Bluff Chamber is partnering with *Chips for Kids* on a drive through toy drive for Christmas. Residents are in lockdown in nursing homes – 200 plus residents. Florists in Red Bluff are sponsoring floral arrangements – Christmas Joy arrangements for nursing home residents. The Red Bluff community has been generous with giving this season.

Adjournment at 11:08am by Dave Gowan – Board President with a motion from Ed and second by Patricia.