



SCWA Board of Directors Meeting Minutes
Tuesday June 7th, 2022 at 10:00 a.m. – 11:30 a.m.
Meeting Place: California Welcome Center, Zoom, or phone.

Meeting Participants

Dave Gowan, President (Tehama County) – In Person
Matthew Doyle, Vice President (Shasta County) – Not in Attendance
Jeff Titcomb, Treasurer (Plumas County) – In Person
Ed Rullman, Past President (Shasta County) – In Person
Kelly Ackley, Lassen County Board Member – Zoom joined approximately 10:10am
Lorissa Soriano, Modoc County Board Member – Not in Attendance
Tina Peluso, Shasta County Board Member – Not in Attendance
Richard Dinges, Siskiyou County Board Member – Not in Attendance
Heather Dodds, Siskiyou County Board Member – Zoom
Kelli Gant, Trinity County Board Member – Zoom
Laurie Baker, SCWA General Manager – In Person
Lisa May, SCWA Director of Tourism – Zoom

- 1. Meeting was called to order by Dave Gowan - Board President at 10:02am**
- 2. Quorum is confirmed.**
- 3. Ratification of Executive Board – Laurie reviewed results**
 - a. Dave Gowan – Board President
 - b. Matthew Doyle – Board Vice-President
 - c. Jeff Titcomb – Treasurer/Secretary
- 4. Introductions of SCWA Board of Directors, Laurie, and Lisa**
- 5. Approval of new Trinity board nominations – Julia Ellis and Ryan Cinelli will be the future SCWA Board Members. Kelli Gant has resigned.**
 - a. Ed motioned to approve. Jeff seconds.
All in favor. No opposed. Motion passes.
 - b. Kelli shared Ryan is the owner of Lakeview Terrace Resort. Julia and her husband own Strawhouse Resorts.
- 6. March 2022 minutes**
 - a. Jeff motions to approve. Kelli seconds.
All in favor. No opposed. Motion passes.

7. Financial Update

a. Year-to-date budget

1. Laurie reviews the YTD budget and explains where the required matching funds for the Visit California \$30k grant show in specific marketing line items under expenses. The YTD budget is on track with what was originally budgeted.
2. Kelli asks if the \$12k spent on the UpStateCA Tourism Summit was worth it. Ed shares there were a lot of new people in attendance and the event went well. Ed states it is hard to put a value on the event. He thought it was worth the expense and we should budget the \$12k for next year. Heather suggests that a follow up survey might be of value in the future and that she and her colleagues saw value in attending the event. Dave said he received more positive feedback and comments about this TS than any other.

b. Kelli motions to accept financials and Heather seconds.

All in favor. No opposed. Motion passes.

c. **Proposed 2022-2023 Budget** – Laurie estimated rollover budget to be \$75,000. SCWA plans to do more SEM to increase traffic to UpStateCA.com in the coming year.

1. Kelli asked about co-op partner funds showing \$20k. Laurie explains that the \$60k from Visit California requires matching funds. Shasta Cascade has to spent \$120k to get the \$60k. Ed asks if Shasta Cascade will go to the Redding CVB and RTMG for partnership with matching funds. Laurie says we will include both of them in all opportunities that go out to all counties and members. Kelli asks that Laurie makes clearer that the \$60k has to have a match rather than just getting the money from Visit California.
2. Kelli asks about the benefits line item going away under expenses. Laurie explains that line item was for Lisa but the only SCWA employees are now part-time and they don't receive benefits.
3. Ed motions to accept the Proposed Budget. Jeff seconds.
All in favor. No opposed. Motion passes.

8. General Business:

- a. We submitted a RFB for the 2022-2023 Visit California Tourism Marketing Grant. If awarded, the grant will be \$60,000 which requires a 1:1 match and tiered co-op. The funds must be used for marketing programs approved by Visit California that represent the entire Shasta-Cascade region. In previous years, the funding with match paid for the following tried-and-true marketing initiatives approved by Visit California:
 - a. Design and printing of the UpStateCA Visitor Guide
 - b. Ad in the California Visitor's Guide
 - c. Ad in California Road Trips
 - d. UpStateCA.com updates and SEO
 - e. UpStateCA virtual tradeshow pod on the Brand USA Global Marketplace platform

- b. Laurie explains the SCWA has been approved by Visit California for the Rural Tourism Marketing Grant for 2022-2026. Shasta Cascade has agreed to represent all 8 counties where other entities that may have applied for the grant most likely didn't want to put their funds up to market the entire region – all 8 counties.
- c. **Digital Optimization Update:** Our region looked good on the assessments and most discrepancies are fixed which included uploading 150 photos for the 8-county region. Next step is a zoom meeting with the DMOs and Chambers to distribute individual assessments.
- d. **CEO request:** Laurie shares it would be helpful if each county/city could give us a back-up person who can work with Lisa on content requests. Remember, it is always acceptable to let Lisa know you don't want to participate in a project so she doesn't keep after you on something you don't want.
- e. **Retargeting Visit California – Madden Media campaign update**
 - a. Laurie reviews the rural region retargeting campaign that Visit California did for the rural regions. Shasta Cascade was #2 in the number of impressions received. We have found a call to action of *Request for a Visitor Guide* was the most effective. We believe our ad quality and active call to action is what made our ads perform better than the other regions.
 - b. Heather asked about search terms Madden used in the campaign. Laurie will follow up with Madden and ask – not sure if Madden will share but she will ask. Heather comments it is probably a higher search due to timing of spring break. Ed shares the first quarter had great results with the pent-up demand. Jeff shares that Plumas traffic is high due to media and recovery stays due to the fire. Laurie says that all regions have the same variable of spring break and pent up demand; Visit California treated all regions the same so we believe it is our ad quality and call to action that made the difference.

9. Follow-up from previous meeting:

- a. Ed suggests that the other area tourism entities know that our itinerary pages are available for their use.
 - a. Laurie shares Lisa is working on the first newsletter for SC which will be going out soon.
- b. Ed suggests we develop an itinerary for the screen at Best Western PLUS Hilltop Inn.
 - 1. The website itineraries need to be manually scrolled through, so we are working at a new solution, probably rebranding some videos for that purpose.
 - 2. Laurie explains work that is being done on the itineraries to make them compatible with the hotel screens. Dave shares that they have a QR code in hotels for the Red Bluff Visitor Guide to be downloaded. Laurie asked about the QR code results.

10. **Questions/Comments:** 3-minute county share time
- a. Heather Dodds – The Siskiyou Pledge is Responsible Recreating. Epic In Every Direction is another program Discover Siskiyou is doing that will soon be on billboards.
 - b. Kelli Gant – La Grange Bike event had a good turnout and the Peddlers Fair in Lewiston was a success. The Visitors Bureau has contracted with a company for photos and video. The contract is for a 4-minute Trinity County video and a 1-min. video on specific themes.
 - c. Kelly Ackey – Lassen County was granted funds from PG&E that will be used for economic renewal. Events coming up are a 2-day Classic Car Show, the Lassen County Fair, Pow Wow, and the county is prepping for fire season.
 - d. Ed Rullman – Kool April Nites was a successful event. The new Kool April Nites Board expanded the number of days for the event. The Taste of Redding event sold out. The Brews by the Bridge event is coming up. Ed shares he thinks it is difficult to project the rest of the year with gas prices high and the stock market dropping. There is pent up demand for travel but the economy and fire season will most likely effect summer travel.
 - e. Jeff Titcomb – All wedding venues are booked a couple years out in Plumas County. The bike ride events bring a good amount of visitors as well as the rodeo. Greenville will have Gold Digger Days July 16th. Quincy has a fly-in event coming up soon.
 - f. Dave Gowan – Tehama County has had a busy spring with the rodeo being successful and all other events breaking records. The Farmers Markets never closed during COVID which has created a new culture with more people attending than ever before. A Red Bluff/Tehama County video is in the works. Laurie shares a good blog story would be how the farmers markets are every week and have become a local cultural event as a result of COVID. Dave stated people are coming to the week market from Redding and Chico.

Ed suggests for next meeting he would like to hear update on where each county is as far as recovery from fires. Ed asks if an afternoon meeting would be better for everyone. Ed offers to host a luncheon for future meetings if we can get more attendance.

Adjournment by Dave Gowan-Board President at 11:04am. Jeff motions. Ed seconds.