



SCWA Board of Directors Meeting Minutes
Tuesday September 8th, 2019: 10:00 a.m. – 11:30 a.m.
Meeting via Zoom

Meeting Participants

Dave Gowan, President (Tehama County)

Matt Doyle, Vice President (Shasta County) - joined at 10:08am

Jake Mangas, Shasta County Board Member

Kelli Gant, Trinity County Board Member

Richard Dinges, Siskiyou County Board Member

Niki Brown, Siskiyou County Board Member – left meeting early (approximately 11:40)

Patricia Hagata, Lassen County Board Member

Laurie Baker, SCWA General Manager

Lisa May, SCWA Director of Tourism

1. Meeting was called to order by Chairman Dave Gowan at 10:02am

2. Quorum is confirmed.

3. Approval of June 2020 minutes

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

4. Financial Update

a. Laurie to present what CPA supplies to show the \$600K revenue for RCVB.

- The CPA advised the \$600K that RCVB receives via contract to promote the City of Redding cannot be included in the SCWA budget because the \$600k doesn't go through the Shasta Cascade bank account, the funds are deposited into the RCVB bank account. Therefore, the \$600k is not Shasta Cascade money. The RCVB marketing plan which shows the \$600k in revenue was shared with the SC board. Laurie reviewed the SCWA/RCVB organizational chart for clarification on company structure and answered questions. Niki and Kelli are requesting the SCWA/RCVB/SCEF structure becomes more clearly defined. Laurie suggests that if the contract between RCVB and the City of Redding is renewed in June 2021 that she will look at options moving forward to more clearly define organizational structure. Dave suggests having a possible Zoom workshop meeting with the CPA for a Q&A session rather than further discussion in the December Board Meeting.
- Matt shared we need to look at the bylaws. If RCVB goes away SC will have tough times and go away. Matt suggests doing research but right now we shouldn't make any changes in the organization structure. Matt attributed the influx of tourism right now to SC and voiced it would not be good for regional marketing if SC dissolves. Laurie confirms she will do more research and talk to the CPA so if the RCVB contract with the City

of Redding is renewed there will be a plan for structure revamp and clearer explanation in the years ahead.

b. Year-end budget-to-actual

- Laurie reviews budget to actual. Laurie reviews all income from RCVB and discusses if RCVB doesn't get a contract renewal from the City of Redding SC will go away at the end of the year – June 2021. Kelli asks for clarification on if there is a delay of TOT going into RCVB. Laurie explains how the TOT contract works and that there is no delay, the RCVB gets the money as contracted.
- Kelli motions to accept the financials as reported 2019-20 Budget to actual. Matt seconds.

c. Proposed budget approved in June

- Laurie reviewed updated budget with roll over and explains that roll over is needed to be used with budget cuts due to COVID for Shasta Cascade to exist through this fiscal year.
- Laurie explains the reasons for using Sage for accounting - all past entries are tracked versus Quick Books that when edits are done in Quick Books the past edits are not tracked. The CPA insists on using Sage.
- Kelli motions to accept the financials as reported 2020-21 Budget to actual. Richard seconds.
- All in favor. None abstained. Motion passes.

5. General Business

a. Review new SC membership/marketing options

- Laurie reviews the new options.

b. 2021 Shasta Cascade Visitor Guide - County section for \$500

- Kelli asks if the counties don't pay \$500 to be in the UpStateCA Visitor Guide how the layout of the guide will change and she asks for clarification on the travel writer value add. Laurie explains the vision for the 2021 visitor guide and Lisa explains that all travel writer exposure is first offered to the top tier members.
- Kelli suggests emailing all counties that the deadline for VG inclusion for \$500 is October 1st.

c. Structure – SCWA/SCEF/RTMG/RCVB

- Laurie reviews the Org Flow Chart. Kelli suggests to include box showing the CWC staff. Also, Kelli suggests adding a dotted versus a solid line between RCVB and SC.

6. Film Commissioner Proposal

- Laurie explains that the City of Redding contract mandates that the Shasta Film commissioner is on RCVB payroll and that there is a lot of discussion in the city about the Film Commissioner going out on her own. Laurie explains options for future structure for the Shasta Film Commissioner for board input. Laurie shares she has discussed options with the City of Redding and with the attorney for SC regarding the contract. Current RCVB position handles Film, Sports, and Events. Laurie will keep sports and events within the Redding office with a front desk person to help visitors.

- Dave asks about current commissioner salary cost versus the \$60k of the film budget that is left for this year that Laurie proposes.
- Kelli asks about contract details and legality. Laurie said we won't be asking her to work on her own for us, we will be a paid client requiring she reports back without any other controls.
- Matt with contacts in Hollywood shared his perspective that no one wants to film in Hollywood with major movie companies moving out of Hollywood and doing off studio filming. SC has had many filming opportunities and it may be a negative move to not have a film commissioner. The SC region is a prime opportunity for filming. Laurie explains that Sabrina prefers to go out on her own. This discussion is not about getting rid of the Film Commission, but instead allowing Sabrina to start her own business with us becoming a paying account. We pay her for Shasta County and she can then expand by doing work for other counties as well.
- Kelli suggests a bonus incentive per film. Dave clarified that Sabrina would have report deadlines and partial payments should be paid as reports with completed work per the scope of work are submitted.
- Matt shared there have been Washington Mutual commercials in caverns and a film about Poncho Via, and western films.
- Laurie asked board thoughts. She will keep everyone updated based on the RCVB Board Meeting decision.

7. Questions/Comments: 3-minute county share time

Matt – Shasta Lake power is out. USFS has closed all campgrounds in CA and public launch ramps. Private marinas are still open but may need to close. Lake 120' by November, low lake levels. Low lake levels impact attendance. 2700 people visited caverns Labor Day weekend from San Diego to Seattle. All campgrounds and lodging on lake have 100% occupancy booked through November. Travel has a demographics change. 500 more people visited the caverns compared to 2018 records even though with low lake levels and smoke in the air. It is a goldmine now with so many visitors. 2021 will be crazy busy in the region. There are concerns about heat stroke with the temperatures high and people wearing masks. With 25k people going through the caverns there have not been any reported cases traced back to the caverns.

Richard- Hotels, campsites, restaurants, full in Siskiyou County. Having to send visitors to Oregon because accommodations are full. Many traveling from LA and San Diego, OR, WA, BC-Canada. Richard agrees 2021 will be very busy for visitors. Shared update on fires.

Kelli – Tourist have not slowed down since Memorial Day weekend. Brewery and ice cream place with outside space are very busy but indoor restaurants not as busy. All boat rentals have been rented out. Tourism has helped real estate sales in the area with many of the business properties changing owners. Trinity County Trails map has been high in demand.

Jake – Thanks to Laurie for help with Redding City Identity Project. The Digital Ambassadors program is developing across social platforms as part of the RCIP. Welcome to Redding Sign Project and Umbrella Alley have been successful.

Dave – Tehama is not a tourism destination. Red Bluff - people are stopping for gas and dining. Farmers Markets have exploded with the number of attendees. Red Bluff Chamber working on grants. Outside dining only in Tehama County.

8. Adjournment

Adjournment at 11:58 am by Dave Gowan – Board President with a motion from Matt and second by Kelli.