



SCWA Board of Directors Meeting Minutes
Tuesday December 10th, 2019: 10:00 a.m. – 11:30 a.m.
Meeting Place: California Welcome Center
Conference Call In: 1-605-475-6700
Access Code: 6968386#

Meeting Participants

Dave Gowan, President (Tehama County)
Matt Doyle, Vice President (Shasta County) – via phone
Jeff Titcomb, Secretary-Treasurer – via phone
Melissa Schuster, Butte County Board Member
Carolyn Denero, Butte County Board Member
Kelli Gant, Trinity County Board Member
Niki Brown, Siskiyou County Board Member
Richard Dinges, Siskiyou County Board Member
Patricia Hagata, Lassen County Board Member – phone
Laurie Baker, SCWA General Manager – via phone
Lisa May, SCWA Director of Tourism – phone

Attending Guests

Larry Vaupel, City of Redding
T.J. Holmes, Redding CVB

1. Meeting was called to order by Chairman Dave Gowan at 10:04 a.m.

2. Roll call is established via sign in sheet and a quorum is confirmed.

3. Approval of September 2019 minutes

- Kelli motions to approve the September 2019 minutes. Melissa seconds.
- All in favor. None opposed. Niki and Richard abstained. Motion passes.

4. Financial Updates

- Laurie provides financial updates for SCWA.
- Kelli motions to approve the financials as reported. Melissa seconds.
- All in favor. None opposed. None abstained. Motion passes.

5. General Business:

a. New Board of Director Documents For Signature

1. Conflict of Interest

2. Confidentiality

- Laurie presents the Confidentiality Agreement for the SCWA Board members to sign.

3. Board Packets

- Laurie describes the Board Packet and explains the difference between the SCWA and the Shasta Cascade Educational Foundation (SCEF). Included is for SCWA Board members to sign because they are volunteers and not employees meaning the SCWA can't pay workman's comp.
- Laurie mentions she will work on Board Member expectations, which is to come to the SCWA Board to promote all of Shasta Cascade.

b. 2020 Tourism Summit Update

1. Speaker request has been submitted to Visit California

- Laurie filled out the Visit California request to have CEO Caroline Beteta to speak but she can't give commitment until February, too close to the April summit date. Other Visit California speakers present well and should be a great secondary option by providing interesting information in their presentation.

2. Possible Speaker – Jon Schallert

- Laurie said Jon Schallert can't make the date for the summit. Matt is looking for other options.

3. Location/Sound/Lighting set

- Laurie said everything is pretty much set, a few tweaks left and a few contracts to sign but it's coming together nicely.

4. Working on menu/prizes/invitations

- Lisa is working on the menu, invitations to go out once the holidays are over and then raffle prizes.
- Dave is happy that another county wanted to host and that the summit should start to be a rotating basis between the counties.
- Carolyn mentions the three FAMs earlier in the day before the summit for people to get out and explore to see the area and attractions.
- Melissa says it's beneficial to have a tour in Paradise to learn how to make your communities safe. Richard said he's seeing people implement disaster preparedness procedures. Melissa says recovery organization and post-tragedy phase is important to have for those who need to make decisions.
- Laurie mentions that a "Save the Date" will go out before Christmas.

c. SCWA Membership

1. Supporting Partner - \$3,000 - (For counties, cities, government agencies, marketing organizations, and non-tourism related businesses)

2. New Associate Level Membership - \$500 - (For Lodging, Dining, Attractions, Retail, Guide Services)

3. Q3 New Members By County –

1. Butte – Almendra Winery & Distillery – Standard Membership

2. Modoc – (3) Surprise Valley Hotsprings, Rim Rock Motel, Chimney Rock Travel Center – Standard Membership

3. Plumas – Indian Valley Chamber – Standard Membership

4. Shasta – Confluence Outfitters – Sustaining Membership

- Dave thanked the counties for bringing in new members.

5. Review new membership material that includes member benefit levels - a tool to increase sales/partnerships

- Laurie presents the new one-sheet created for all of the different levels of membership.

- Kelli said for the counties struggling with membership, the businesses need to see a tangible return. Laurie discussed options for helping with the issue. One option is Facebook post supporting the businesses. Lisa said if a business wants something specific posted on the SCWA Facebook page then they should send it to her, otherwise Gabriel at the SCWA is handling the posting. Lisa suggests it stays tourism-related.
- Kelli talked about travel writer opportunities. Laurie mentioned the Australian FAM that visited in November which included influencers and travel agents. Laurie said members are always recommended first by their interest before any other businesses.

d. Familiarization/travel writers/influencers Trips – selection process

- Laurie described the Australia FAM that visited, the places they visited and how much they enjoyed it.
- Lisa described the difference between FAM trips and travel writers. The response time for international trips are 1-2 days.
- Niki mentions it's important to work closely with Visit California's team of public relations and social media to get noticed more. Laurie suggests to start tagging Visit California and using hashtags to get more traction.

e. 2020 Shasta Cascade Visitors Guide New Design

- Lisa found a new designer and distribution should be ready in January. Last year's magazine flew off the shelves with 40,000 copies so the SCWA is ordering 43-45,000 this year.
- Lisa mentions in high season SCWA averages about 600 mailings per month to travelers. The SCWA encourages international travelers to use the online brochure but will SC will send a hard copy if they insist. It's more expensive to send the hard copy to international travelers.

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

- Dave (Tehama) – The Red Bluff Roundup will have its 100th anniversary in April 2021. In May, Red Bluff is hosting the California Chamber Ambassador Rally, which is a huge deal for a small town to host a rally like that. He's expecting the largest crowd of Chamber Ambassadors than any other rally for the past 8-10 years and Laurie will speak at the event.
- Kelli (Trinity) – Trinity had its annual Mountain Magic Christmas and lighting of the Lewiston Bridge in 19 inches of snow, mostly local people attended because of the weather. Trinity does give TOT to organizations, total amount back is \$75,000 this year and divides it up to several organizations with the new visitor's bureau getting 3%. A TBID is in the works. The funding will likely be spent toward Google to be found. On the Chamber side, membership is down 20% because businesses want to have a tangible return.
- Richard (Siskiyou) – Richard changed from the Dunsmuir Chamber of Commerce president to Weed. He's looking to start a 2-3 day lumberjack festival as an annual event with the lumber community of Weed. Lava Beds have an audio tour that is wonderful and the area is coming up with more things for people to do.
- Niki (Siskiyou) – Discover Siskiyou had its contract renewal approved for the next 10 years. The team is three full-time people and a creative agency for photography and video production. They handle public relations, social media, digital marketing, print ad-buying, influencer campaigns, and fielding things as they come up. Niki has seen a lot of traction in the past year and solid trends in occupancy. Siskiyou hosted the Outdoor Writer's Conference which gave them great contacts in the media to work with. Grand Enduro is coming to Mount Shasta in Fall 2020 and mountain biking is a pillar across the county.

- Carolyn (Butte) – Explore Butte is attempting to renew its TBID and is hopeful for another 10 years. Butte published their first visitor guide and partnered with CrowdRiff for UGC content for the publication. Butte launched a tourism ambassador plan which included a 200-page curriculum about the county.
- Jeff (Plumas) – The snow is here for the World Longboard Championship races in Johnsonville near Graeagle. Last year Johnny Mosley dressed up in 1950s garb and did it. Hopefully he can come again. More information is on the Chamber website.
- Matt (Shasta County) – It is the slow season not much going on, but we're watching the process of raising Shasta Dam. Shasta Lake is at the 50-foot mark, looking really good going into 2020 season. The lake levels are exceptional and when lake level is up then tourism is up. The Caverns has seen a decline in international travelers lately, likely due to American elections scaring some international travelers off. The National Caves Association is working close with SCWA and Visit Redding.

7. Adjournment

- Meeting is adjourned by the Chairman at 11:39 a.m.