



**SCWA Board of Directors Meeting**  
**Tuesday September 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 (North), Vice President (Shasta County)  
Jeff Titcomb, Secretary-Treasurer (Plumas County)  
Ed Rullman, City of Redding Board Member  
Tina Peluso (East), Shasta County Board Member – phone  
Jake Mangas (South), Shasta County Board Member  
Lorissa Soriano, Modoc County Board Member  
Melissa Schuster, Butte County Board Member  
Patricia Hagata, Lassen County Board Member  
Kelli Gant, Trinity County Board Member  
Laurie Baker, SCWA General Manager  
Lisa May, SCWA Director of Tourism – phone

**Attending Guests**

T.J. Holmes, Redding CVB (Guest)

- 1. Meeting was called to order by chairman Dave Gowan at 10:00 a.m.**
- 2. Roll call is established via sign in sheet and a quorum is confirmed.**
- 3. Approval of July 2019 minutes**
  - a. Melissa motions to approve the July 2019 minutes. Kelli seconds. All in favor, none opposed, zero abstained. Motion passes.
- 4. Board Representation for Siskiyou County**
  - a. **Review letters from Niki Brown and Richard Dinges**
    1. Laurie reviews the letters from Nikki Brown and Richard Dinges.
- 5. Financials**
  - a. **2018/19 Year-End discussion, edits and approval**
    1. Laurie presents the year-end financials.
    2. Kelli asks how important international marketing is. Laurie thinks it's vital for our local economy to attract tourists away from the main hubs in California such as Disneyland and Hollywood.
    3. Laurie says Germany, United Kingdom, Scandinavian reps are all doing well promoting Shasta Cascade, along with Japan due to the longstanding relationship with SCWA

4. Dave says he really thinks the branding of UpStateCA speaks to our whole area more and differentiates the region to increase travel to the area.
5. Matt motions to approve the 2018/19 Year-End financials. Jeff seconds. All in favor, none opposed, zero abstained. Motion passes.

**b. 2019/20 Budget adoption of adjustments to June proposed budget**

1. Patricia motions to accept the 2019/20 budget adoption of adjustments to June proposed budget. Matt seconds. All in favor, none opposed, zero abstained. Motion passes.

**6. Previous Board Meeting Updates**

**a. Tourism Summit**

**1. April 28, 2020 and with a Butte venue and major sponsor – Almendra Winery**

1. Melissa gives information about the Tourism Summit, which will be held at the Almendra Winery in Durham. Explore Butte County is partnering in the planning as well as the top sponsor position.
2. Ed recommends the Redding CVB to be a sponsor again as well
3. Melissa talks about how they're creating three different itineraries for people to explore the area when they come to the event.
4. Laurie talks about admission for the event with Carolyn of Explore Butte County thinking of charging a member and non-member price of \$20 and \$30 respectively.
5. Ed suggests making elected officials the same price as members.
6. The Tourism Summit tentative time and dates is Tuesday, April 28 from 3 to 7 p.m.

**2. Discussion on what type of agreement should be written to clarify expectations**

1. Dave suggests passing on a To Do list for the event.
2. Melissa will create a template for it.

**b. Board Secretary/Treasurer – New Process**

1. **Secretary approves minutes before distribution to Board of Directors**
2. **Secretary signs minutes after Board of Directors approval**
3. **Treasurer approves financials before distribution to Board of Directors and advises General Manager on budget creation and adjustments**
  1. Laurie reviews the steps for the new process for the Board Secretary/Treasurer outlined above. No discussion.

**7. General Business:**

**a. New Tourism Specialist – Byron Peterson - from O2 Staffing**

1. Laurie reports about the new hire of Tourism Specialist Bryon Peterson.

**b. Redding Update – Memorandum of Understanding (MOU) – \$550,000 of CVB Budget to be returned to the City of Redding for safety concerns.**

1. Laurie explains the MOU for the Redding CVB to return funding to the City of Redding for public safety purposes and that we're all working together on it.

**c. \$100,000 to be given to Turtle Bay for Garden of Lights – could offer an extended contract for CVB – or no contract extension with a smaller contribution this year and the rest to come next year assuming City Council chooses to have that included in the next contract.**

1. Laurie describes the \$100,000 support for the Garden of Lights at Turtle Bay from the Redding CVB.

2. Jake explains the project is part of the Redding City Identity Project as one of the top 20 ideas by 2020. Redding Chamber of Commerce has devoted \$35,000 to it and has received Redding CVB support. They are going for the 'wow' factor with lights, caroling, trains, lights, beverages and once it starts then the sales from the gate are supposed to sustain itself over time.
3. Ed thinks it's a great start and the vision of the Garden of Lights can expand over time. It's up to the board to create the vision.
4. Laurie says the project doesn't affect the SCWA budget.

**d. New Directions for the 2020 Visitors Guide – time for input on ideas for new format**

1. Laurie discusses the Visitors Guide will have a new format for 2020 and suggests each county reviews their information and submits necessary photos and updated content for the guide.

**8. Questions/Comments : 3-minute county share time**

- a. Dave – Chamber dinner is tonight and ambassador program is going strong. Red Bluff will hold the state chamber meeting May 14-15, 2020.
- b. Ed – the lighting is a 2020 project. The Shasta County display at the state capitol will be redone and a team led by Randi Slaughter will begin working on it to modernize it. She is looking for support. Suggests other counties look at their display for updating.
- c. Kelli – gave an update on properties changing ownership. A total of 60 percent of people coming to Weaverville are from the coast. The Weaverville CVB board is structuring to become a TBID. The county display at the capitol is being worked on.
- d. Jake – There is \$300 million invested into downtown Redding as a compliment to natural resources with a vibrant downtown and hoping to influence extended stays in Redding. He talked about four main projects from the Redding Identity Project with umbrella alley, downtown signage where Market Street promenade will be punched through, the historic neon signs, and the Sacramento River National Recreation Trail will connect to downtown Redding by summer 2020.
- e. Lorissa – Modoc received a fourth national dark sky designation and because of an NPR interview the area is seeing an influx of visitors. Cal Trans is coming soon to redo main street. A new hospital is going in. Work continues on updating their state capitol display.
- f. Matt – Shasta Lake is doing phenomenal, high lake levels, virtually no issues. He will be stepping down as president of the Shasta Lake Business Owners Association after 10.5 years. Expects next year to be just as fantastic for the lake. Announces they are hosting the 2020 National Caves Conference and wants to create a virtual tour book for guests.
- g. Melissa – Paradise scheduled for complete debris removal by end of September. Hoping for Paradise to have a sewer system in the next 10 years. They're moving forward with the Farm Trail and working on a Camp Fire Commemoration for the one year anniversary of the Camp Fire Nov. 3-10. Its slogan will be Camp Fire Commemoration – remembrance, recovery, resurgence.

**9. Adjournment**

- a. Ed motions to adjourn the meeting. Melissa seconds. All in favor, none opposed, zero abstained. Motion passes.
- b. Meeting is adjourned at 11:20 a.m.