

SCWA

BOARD OF DIRECTORS MEETING minutes

Tuesday July 9, 2019 California Welcome Center

The regular June quarterly meeting of the Shasta Cascade Wonderland Association was held on Tuesday, July 9, 2019 at the Anderson Welcome Center (re-scheduled). The meeting was called to order at 10:06 a.m. by Chairman Ed Rullman. A quorum was confirmed; the following board members were present:

1. Ed Rullman- President Redding/Shasta County
2. Dave Gowan – Vice President, Tehama County
3. Kelli Gant – Trinity County (via phone)
4. Melissa Schuster – Butte County
5. Jake Mangas – Shasta County South (arrived 10:37)
6. Jeff Titcomb – Plumas County (via phone)
7. Patricia Hagata – Lassen County
8. Tina Peluso (via phone)

Attendees:

Laurie Baker – SCWA General Manager

Lisa May – Director of Tourism (via phone)

Chris Han – Office Administrator

1. Approval of March 2019 Minutes:
 - a. Patricia motioned to approve minutes, Dave 2nd
 - b. No discussion, all in favor, motion passed.
2. Executive Board Elections for 2019/20
 - a. Ed made a motion to nominate Dave Gowan for President for 2019-20, Melissa 2nd. All in favor, none opposed.
 - b. Ed made a motion to nominate Matt Doyle for Vice President for 2019-20, Dave 2nd. All in favor, none opposed.

c. Melissa made a motion to nominate Jeff Titcomb (incumbent) for Secretary – Treasurer for 2019-20, Patricia 2nd. All in favor, none opposed.

1. Ed suggested the Board has a second signer for checks/documents in case Sec/Treasurer not available. Patti remarked that the Secretary/Treasurer combined title is not accurate since our Secretary/Treasurer is not acting as Secretary. We should review by-laws to see if re-wording is necessary.

d. Board Representation for Siskiyou County

1. Two candidates with letters of support: Nikki Brown, Program Director from Discover Siskiyou and Richard Dinges, Director of Dunsmuir Chamber of Commerce.

2. Melissa suggested the candidates submit a letter of their qualifications and why they think they'd make a good board member.

3. Financial Update

a. 2018/19 YTD May Budget-to-Actual Approval

i. Laurie reviewed and offered clarification on various line items. Dave motioned to approve financials, Patricia 2nd. All in favor, none opposed.

b. 2019/20 Proposed Budget Approval

i. Laurie reviewed expected revenue and expenses. Kelli suggested statement shows variable and fixed expenses on next budget. Melissa motioned to accept proposed budget, Patricia 2nd. All in favor, none opposed.

4. 2019 Tourism Summit Recap

a. Melissa commented that it would be an opportunity to see different tourist destinations by changing the venue each year. Ed questioned if it needs to be in Redding. Patricia asked if we'd get enough attendees if we moved it to a different county. Ed requested that suggestions for alternate locations be brought to next meeting. Two candidates are Sierra Nevada Brewery, Chico and Highlands Ranch Resort, Mill Creek.

b. Proposed 2020 date – there was general agreement that April seems to be the optimal month for the summit. No date finalized yet.

5. Staff Update – Chris Han

a. Chris announced her resignation. Will be leaving mid-July but will offer support if necessary when available.

6. IPW

a. Laurie shared photos of IPW booth. Laurie shared that she and Lisa have had discussions on whether we should participate every other year instead of yearly. Ed asked if there has been any discussion on merging North Coast Tourism and SCWA. Lisa responded

North Coast is financially compromised so doesn't think it would be to our advantage. Lisa added that an RFP has been submitted to Visit California for a Welcome Center in the north coast region but no details yet.

- 7. Visit California Grant Application
 - a. Laurie explained the process to qualify for the \$60,000. She will email the application to the Board.

- 8. Adjournment
 - a. Patricia motioned to adjourn, Jake 2nd. All in favor, none opposed.
 - b. Meeting adjourned at 11:03 a.m.

Secretary Signature of Board Approval _____

Signature: Francis Ed Rullman _____ -