



SCWA Board of Directors Meeting Minutes
Tuesday December 10, 2024, 10:00 a.m. – 11:30 A.M.
Meeting Place: Via Zoom

Meeting Participants

Position	Organization	Representative	Present (Yes/No)
President	Red Bluff Chamber of Commerce	Dave Gowan	Zoom
Vice-President	Lake Shasta Caverns	Matt Doyle	No
Treasurer/Secretary	Quincy Chamber of Commerce	Jeff Titcomb	No
Shasta County Director	Shasta Rail Trail Assoc	Tina Peluso	No
Modoc County Director	Modoc Outdoor Rec & Tourism	Lorissa Soriano	No
Siskiyou County Director	Weed Chamber of Commerce	Richard Dinges	No
Siskiyou County Director	Discover Siskiyou	Heather Dodds	Zoom
Trinity County Director	Strawhouse Resorts & Cafe	Julia Ellis	Zoom
Trinity County Director	Lakeview Terrace Resort	Ryan Cinelli	Zoom
Butte County Director	Open Position		
Redding Director	Best Western Plus Hilltop/CR Gibbs	Ed Rullman	Zoom
Lassen County Director	Open Position		
Staff	UpStateCA	Laurie Baker	Zoom
Staff	Choose Redding Lodging	Julie Finck	Zoom
Staff	Choose Redding Lodging	Lisa May	Zoom
Staff	Choose Redding Lodging	Tim Bauer	No
Guest	Explore Butte County	Nicole Farley	Zoom

Minutes:

1. **Call to Order** – Board Chair calls meeting to order at 10:04am

2. **Confirm Quorum**

3. **Consent Calendar** – if the board is ready to approve these items without discussion, then all items can be approved at as one motion – if discussion is necessary, then a motion can be made to pull something off the consent calendar for discussion and a separate vote.

- September 2024 minutes
- Financial Update: YTD budget-to-actual
- Heather motions. Julia seconds.
- No discussion. All in favor. None opposed. Motion Passes

4. **General Business:**

- **2025 UpStateCA Tourism Summit:**
 - Holiday Inn Redding April 8th 1pm – 5pm with a networking event at C.R. Gibbs immediately following 5pm – 7pm.
 - Still need the top keynote speaker
- Laurie – Holiday Inn will have a new GM at the time of the Summit. Lunch will be served at the Summit. Musicians were hired for the networking event at CR Gibbs. Erik who presented AI last year was requested this year, but he needs to wait before he can give a commitment yet.
- Heather – CalTravel had a good AI presenter.
- Invitations and registration for the event will be coming out in January.

5. **Tourism Exchange USA:**

- Workshop in Redding, approximately 2 hours
- Visit California and Brand USA are investing in a Tourism Exchange USA to help small businesses (lodging, attractions, activities with a fee) connect with international tour operators and travel trade. Historically business was mainly available through receptive tour operators. This will expand the potential for businesses that want to participate in the program to reach international clients without any upfront cost.
- Lisa stated Visit California will review the Tourism Exchange program at UpStateCA Tourism Summit.
- **Annual Report**
 - An annual report was sent to each board member, and it is housed on the UpStateCA website.
- Dave reminded everyone that it was emailed to everyone. He asks for questions or comments on the annual report.

- Heather – asks about Tour Operatorland. Lisa explains the content on the site and the pros and cons and that there were two itineraries per county, but with the new owners and the decrease in usage, we decided not to renew.

- 1. Questions/Comments:** 3-minute county share time
- 2. Heather-** Mt. Shasta Ski Park opens tomorrow, which is great for the community. Some new upscale lodging properties are opening in Siskiyou County. Shasta Gravity opened downtown Mt. Shasta for bike rentals.
- 3. Julia –** Cal Trout Group promoting sustainability and undamming of the Klamath had an event. Trinity County is seeing an increase in the fish in the Trinity River. Weaverville is having a lot of their holiday activities to boost their holiday business.
- 4. Ryan –** Trinity is pushing shoulder and off season. Over 3k people attended the Lewiston Bridge lighting. Progress is being seen in the off-season business. Weaverville is having a speak easy event in December. Dave asks if people are just driving through and stopping or if they are coming specifically for the event. Ryan answers, attendees are coming from various areas.
- 5. Ed –** Redding Garden of Lights is going well. Cold doesn't affect the attendance but the rain and cold wind do. Tickets will be available for other businesses to sell and receive a commission to help grow the event. Ed shares a question he was asked regarding how we promote the area. Ed's suggests during Summit there is a focus on what we do for the counties. Laurie – maybe grouping event types, car shows, agri-tourism tour etc. and promoting as a whole in the future. Ed suggests a separate meeting brainstorming ways to promote events within the region or do it at the Summit. Ed is willing to host a meeting to discuss. Julia suggests piggy-backing to the Tourism Exchange USA workshop. Dave comments that the people at the Summit understand, we need to find ways to get this out to the type of people who don't come to the Summit. Lisa states events can be uploaded to the UpStateCA calendar. Heather asks for a link to be sent to the event calendar in follow up to the board meeting.
- 6. Nichole –** Explore Butte County is modifying their plan for TBID increased percentages to increase their budget for marketing. Explore Butte County will be doing a RFP in January for a sports tourism master plan. Ed asks if the TBID is just downtown Chico. Nichole answers it is all of Butte County lodging properties. Ryan asks how long Butte County has had the TBID. Rather than raising TOT, Ryan would rather Trinity County have a TBID, so all monies go to tourism marketing. Heather said to follow up with her after the meeting. She just attended meetings about TBIDs. Nichole said while she worked at Civitas Trinity County lodging properties did have a lot of push back regarding getting a TBID. Nichole is happy to help answer questions about putting a TBID together. Plumas County has a new Executive Director. They are looking to increase there TBID. Dave is interested in being involved in the TBID conversation. Nichole is willing to speak and help other counties before they pay Civitas to see if there is interest.
- 7. Dave –** The Red Bluff Christmas Parade is getting to be as big as the rodeo parade in spring. Christmas breakfast CHIPS for kids is Thursday morning collecting gifts for kids, ugly sweater contests, etc. The event results in hundreds of gifts for needy children. Christmas Joy is an event with cups of flowers and pine greens, about 700, delivered to senior homes. A rodeo is happening at fairgrounds over New Years.

7. Adjournment – 10:55am