



SCWA Board of Directors Meeting Minutes
Tuesday March 11, 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	Yes
Vice-President	Lake Shasta Caverns	Matt Doyle	Zoom
Treasurer/Secretary	Quincy Chamber of Commerce	Jeff Titcomb	Zoom
Shasta County Director	Shasta Rail Trail Assoc	Tina Peluso	No
Modoc County Director	Modoc Outdoor Rec & Tourism	Lorissa Soriano	Zoom. Logged off 10:53am.
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	No
Trinity County Director	Lakeview Terrace Resort	Ryan Cinelli	Yes
Butte County Director	Open Position		
Redding Director	Best Western Plus Hilltop/CR Gibbs	Ed Rullman	Yes
Lassen County Director	Open Position		
Staff	UpStateCA	Laurie Baker	Yes
Staff	Choose Redding Lodging	Julie Finck	Yes
Staff	Choose Redding Lodging	Lisa May	Zoom
Staff	Choose Redding Lodging	Tim Bauer	Yes
Guest	Explore Butte County	Nicole Farley	Zoom
Guest	Visit Redding	Danny Orloff	Zoom
Guest	Visit Redding	Jennifer Johnston-Zimmer	Zoom

Guest	CR Gibbs	Bradley Rullman	Yes
Guest	St. Bernard Lodge	Sharon Roberts	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.

- **December 2024 minutes**
 - Ed motions. Matt seconds.
 - No discussion. All in favor. None opposed. Motion Passes
- **Financial Update: YTD budget-to-actual**
 - Ed motions. Heather seconds. December minutes
 - 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.**
 - **Presenters Update: Caroline Beteta will be the presenter for Visit California, the others are Bonotel and Hermann Global.**
 - Laurie shares overview of speakers. Charlotte from Bonotel will discuss the process of how a tour operator/receptive works. Herrmann Global will be presenting on regional trends data is showing. Caroline Beteta will be presenting. Visit California’s TBID is up for renewal, and it will be beneficial for Caroline to be here in the Shasta Cascade region. This year we will have an MC from the Bay Area. He is a comedian (not doing comedy act at the Summit) but he is used to being on stage so should have good stage presences. We need the board’s help getting attendees to our Summit. With the Tourism Exchange just taking place 2/26 there is a bit of confusion that the Tourism Exchange workshop was our Summit this year. Julie states we are adding a Tourism Summit invite to our social media. We will send info to all board members so they can do their own post or share our posts.

- Heather asks if Siskiyou can host the Tourism Summit next year. Laurie and Ed confirmed it would be great for another county to host. By moving the event to a different county, we have a better chance of getting a different group of attendees. Heather states there are three venues that can hold enough people. Heather will reach out to Lisa and Laurie for more information and cost to sponsor the Summit and then take that info to the Discover Siskiyou BOD.
 - Ed requests a list from Laurie and Lisa for City Council and County Supervisors and asks the board members to contact people on the list within their counties inviting them to the Summit.
 - Ryan asks if we have worked with Herrmann Global and Bonotel before. Laurie shares, we have been working with Bonotel for years and finally Bonotel wants to offer our area. They need dynamic pricing a year in advance. Herrmann Global has produced video and wrote stories for us in the past.
 - Ed comments he is hearing FIT travel is not expected to increase until 2027. Ryan said he is seeing groups. Matt is seeing family groups of 20-40 people, but bus groups have not rebounded since pre COVID. In 2028 the Olympics are coming to LA. The last time the Olympics were in LA was one of the highest years for caverns attendance.
 - Ed shared Brad is going to a conference in Reno in May centered around group travel. BW Hilltop is seeing more RFPs for groups. BW Hilltop has a bus tour that goes to Ashland stopping at CR Gibbs for lunch.
 - Matt comments a challenge is commercial buses are outdated and need updates every 4-5 years.
- **Tourism Exchange USA:**
 - **Overview of the Visit California Tourism Exchange Workshop on February 26, 2025 - Workshop in Redding**
 - Dave shared Kristin from Visit California stopped and met with Dave after the Tourism Exchange.
 - Laurie shared the event was low key. Lodi was the first workshop, and we were the second. Visit California commented in each location there was a different dynamic among attendees. Laurie explained overview of how the Tourism Exchange works and what the cost is. Financial transfer of commission is via Stripe. Caroline will probably touch on the program at Tourism Summit. Visit California offered to do more workshops in destination for lodging properties and attractions.
 - Ed didn't think there was enough information on what the workshop was about.
 - Matt thought there was confusion on what Visit California was presenting.
 - Ed – we need to highlight Caroline Beteta prior to our Tourism Summit, so people know who she is. Dave suggests an article in newspaper to let

people know who she is. Ed offered to give Caroline's bio to Dave Benda if Laurie provides it to him so Dave can write a story about Caroline.

- Laurie shares Caroline is not only the CEO of Visit California, but she was also the interim Brand USA CEO for a while.
- Dave suggests Laurie does an interview with Todd Jones and Mike Magnus.
- Action item - send the Tourism Summit invitation to BOD so they can forward to their contact list.

- **Visit California RFB**

- **SCWA submitted a RFB for the DMO that will market the Shasta Cascade region for 3-years July 2025 – June 2028.**

- **Printed copy is available**

- Laurie states the Visit California RFB was sent to the BOD and she asked Visit California to send the RFB directly to our BOD as well. Usually, SCWA is chosen for the RFB contract because other organizations usually don't want to come up with the matching funds for the grant and to market the entire region. Laurie stated the marketing plan in the RFB was intentionally kept high level. If SCWA is awarded the RFB we are willing to look at different ideas to market the entire region.
- Ed states that getting all DMOs and businesses within the region to use UpStateCA would be beneficial to increase representation so when we talk about UpStateCA people know who we are. Laurie asked Ed what we should do differently?
- Reese states she uses UpStateCA in all the marketing she does for Modoc County.
- Julie shares she and Tim just back from Denver Travel & Adventure Show with good reactions and people knowing where UpStateCA is.
- Ed is concerned if Shasta County Chamber of Commerce becomes another entity marketing the region this will cause more confusion.
- Dave states he uses UpStateCA frequently in marketing. Dave has found when using UpStateCA people understand who and where we are right away.
- Heather suggests a baseline consumer sentiment study on brand awareness and then another study again in 3-5 years. Discover Siskiyou made a map showing where Siskiyou is in relation to the Bay Area and Sacramento which has helped in their marketing. Julie shares we do have a regional map highlighting attractions that shows the proximity to the California gateway cities.
- Ed suggests at summit communicating why it is important for everyone attending the UpStateCA Tourism Summit to market as UpStateCA.
- Matt is going to Santa Clara Travel & Adventure Show and some of the Oregon shows.
- Reese states all the marketing she did at the Sportsman Expo was using UpStateCA.

- Ed asks Nichole how their marketing activities are going. Nichole said she uses northern California since Butte County is closer to Sacramento. Nichole highlights Butte County as the gateway to LVNP, hiking, biking. Nichole states there is still additional growth needed in Paradise. Paradise is slowly growing but everything take time, and interest rates are having some effect on the development. Looking forward to 2030, Butte County needs more job creation and housing, yet the community doesn't want more housing.
 - Ed asks Jeff how rebuilding is going in Plumas County. Jeff replies rebuilding is slow.
- **UpStateCA Visit California E-Newsletter**
 - **Dropped in inboxes February 25th. Results – 900+ requests for our Visitors Guide**
 - Laurie shares that people are still requesting the print edition of the Up-StateCA Visitors Guide in addition to the guide's digital presence. Over 900 visitors guides are being mailed to individual homes requested by readers of the Visit California e-newsletter.

Questions/Comments: 3-minute county share time

Jeff – Plumas – there was not a lot of snow this season, so the longboard races weren't good. Focus is now on the bike rides. Mountain biking is more popular than street biking. The music festival in Quincy is the next big event in Plumas County. Jeff uses the #UpStateCA in all his photos posted.

Matt – Last week was the USFS meeting and BLM for the Shasta-Trinity National Forest. Shasta Lake is projected to be down 13' in May, 56' in August, 63' in September, and 89' in October. Shasta Dam is getting a live webcam at the dam. June 20th is the 80th anniversary of Shasta Dam. The USFS Shasta Lake station will be closed on Wednesdays with budget cuts. The hot shot fire crew didn't lose any positions. There are 72 bald eagles on Shasta Lake. There has been a new mussel identified that is more apt to spread in some lakes. The mussels are not currently in Shasta Lake, but a close eye is being kept making sure boats that are coming from lakes with the mussel. If a boat has the mussels it needs to be out of water for two weeks before entering Shasta Lake. The caverns are almost finished with lighting project. Shasta Caverns is only the second cave in USA have the lighting redone. Matt is planning June 6th National Cave Day will be a ribbon cutting for the new lighting project.

Ryan – Trinity lakes are full. He is seeing group business. Trinity County is working to get a TBID approved. Grants are moving forward. Adventure Hub is putting together itineraries, weddings, corporate retreats, catering, rafting trips, etc. Trails initiatives are being done for hiking and biking trails to connect the communities within the county. There are too many groups in the tourism marketing realm, but the County Supervisor is doing a good job getting all the information out to the organizations. Spring into Music is the next big event at Lakeview Terrace Resort.

Heather – It has been a good winter with snow for skiing. There are challenges with Forest Service closing Mt Shasta office. There will be good rafting this season on the lower Klamath after the dam removal. The Discover Siskiyou team attended Outlook Forum last week and

heard a lot about the agritourism business. They will be attending an agritourism event and will share info with the board. Film producers have been coming to check out Siskiyou County. Discover Siskiyou is producing a Siskiyou visitors guide. Laurie asks if there is anything the CWC team can do to pick up some of what the Forest Service office does since they are closing. Dave suggests they put the Discover Siskiyou Visitors Guide outside at the Forest Service office when they are closed.

Nichole – Explore Butte County (EBC) is developing a sports tourism infrastructure master plan to attract sports tourism into the region and infrastructure improvements at Forebay. EBC is looking at partnering with Plumas County to activate the shared corridor between Plumas and Butte. Chico State University is seeing an increase in registration but a decrease in graduates. EBC is partnering with Chico State to determine why.

Ed – Kool April Nites brings 2000 cars from out of area. The event organizers and lodging properties are seeing a soft start for the event. Occupancy levels are lower than a typical year. Redding is marketing the sports facilities in Redding. Ed shares an overview of cost and improvements being made to the sports complex and how the upgrades will affect the community and visitors. RTMG funded part of the sand volleyball courts - \$200k over two years.

Dave – The second annual Business Summit on 3/13 is at Rolling Hills Casino. A promotional video included UpStateCA. 30+ events will take place over the week for the Red Bluff Round-Up

7. Adjournment – 11:20am