



SCWA Board of Directors Meeting Minutes
Tuesday June 17, 2025, 1:30 p.m. – 3:30 p.m.
Meeting Place: C.R. Gibbs American Grille

1. Call to Order: Meeting was called to order at 1:45

2. Confirm Quorum: Quorum confirmed with six board members in attendance

Position	Organization	Representative	Present (Yes/No)
President	Red Bluff Chamber	Dave Gowan	Yes
Vice-President	Lake Shasta Caverns	Matt Doyle	Yes
Treasurer/Secretary	Quincy Chamber	Jeff Titcomb	No
Shasta County Director	Shasta Rail Trail Assoc	Tina Peluso	No
Modoc County Director	Modoc Outdoor Rec & Tourism	Lorissa Soriano	Zoom
Siskiyou County	Weed Chamber	Richard Dinges	Yes
Siskiyou County	Discover Siskiyou	Heather Dodds	No
Trinity County Director	Strawhouse Resorts & Cafe	Julia Ellis	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	No
Staff	Choose Redding Lodging	Lisa May	Zoom
Staff	Choose Redding Lodging	Tim Bauer	No
Guest	CR Gibbs	Bradly Rullman	Yes

3. Consent Calendar:

- a. March 2025 minutes
- b. Financial Update:
 - 1. YTD budget-to-actual

2. 2025-20226 Proposed Budget

- c. Ed motioned and Matt second that the consent calendar be accepted as written. There was no discussion.

1. Vote: All in favor, motion passes

4. Ratification of the Executive Board election outcome:

- a. Past President: Ed Rullman
- b. President: Dave Gowan
- c. Vice President: Matt Doyle
- d. Secretary/Treasurer: Lorissa (Reese) Soriano
 1. Matt motions to ratify the Executive Board, Richard Seconds.
 2. Vote: All in favor, motion passes

5. 2025-2026 Proposed Budget – ideas on how to promote with associated costs:

- a. Marketing campaign suggestions assuming the money is available.
 1. Video for YouTube and Social – A “Who Knew” Campaign to show What Up-StateCA is – Highlight each county. Put some YouTube search dollars behind it.
 2. Push out itineraries/Road Trip Videos through YouTube
 3. Itinerary title – UpStateCA Things to Do when in the Shasta Cascade Region
 4. Promote the Park upgrades in Alturas
 5. Richard stated that the social media posts are looking great
 6. Promote 1–3-day itineraries for each county
 7. Matt said the current Shasta Cascade team is doing a good job with marketing; Shasta Cascade needs more money for marketing.

6. General Business:

• Visit California Rural RFB:

- Visit California awarded SCWA the RFB for the Rural Marketing program for fiscal years 2025/26, 2026/27, and 2027/28.
- Next Step – Lisa and Laurie are working on the 2025/26 Tourism Marketing Grant Application to submit to Visit California due by the end of June.

• SCWA and Redding Tourism Marketing Group Team Structure

- Discussion on team structure changes for January 2026
- Lisa will be retiring in December of 2025
 - Discussion: Laurie – RTMG Executive Board decided Laurie will take Lisa’s job with a new CEO to be hired. RTMG wants Laurie to do hybrid work for 2-3 months and then Laurie will work remote.
 - Ed – RTMG had a closed board meeting today. Laurie presented a hybrid three-year succession plan hiring a tourism director to learn the organization and then move into the CEO position. The RTMG board didn’t think it made sense to bring in a potential CEO candidate and tell them they can’t have the CEO position for 3 years. Laurie requested to hire an Admin person so the team has more time to do marketing and sales work. RTMG Board decided to stay with existing contract with bookkeeper but increasing her workload. The RTMG board made this decision unanimously.

Moving Laurie into Lisa's position and bringing in a new candidate will bring some new ideas to the team. Will build an interview board from SC and RTMG to interview for the CEO position. Searchwide advises the process averages 16-18 weeks with a nationwide search to find a candidate. This is an opportunity for the organization to grow.

- Richard – Weed Chamber did a nationwide search with a manager coming from Montana and they couldn't adapt to the area. Can we narrow the search to California or at least the west coast? Ed shares that 'the company' has some candidates in mind that might be a good fit and there might be someone in the local community that might be interested in the position.
- Laurie shares her proposal to RTMG was to be a hybrid CEO. Since she will now be stepping down into Lisa's role, she is happy to help the new CEO somewhat when working remote as the Tourism Director.
- Ed was considering stepping down on one of the boards UpStateCA or RTMG, but Ed will stay on the boards for now with the transition taking place. Ed promised the RTMG board that he would stay on the board for a year or two.
- Ed – What is this boards feeling about the news.
 - Julia – Trust the process. With the support from Lisa and Laurie things will work out.
 - Matt – There will need to be more support from the board members. Matt is seeing that young people aren't bringing the work ethic of the older generation.
 - Dave – You don't know what you have until it is gone. Dave is thankful for the team we currently have. Thankfully Laurie gave the option to stay as the CEO, so this is still on the table. The structure between SC and RTMG is unique.
 - Julia – Lisa and Laurie have set a high bar, and we need to keep that bar high.
 - Dave – doesn't want Choose Redding to ingress on what SC needs.
 - Ed – RTMG mission is to put butts in beds. He is not sure the RTMG board understands the big picture of marketing eight counties to market this part of CA.
 - Richard – We have great leadership with Laurie. Laurie and Lisa have a built a great team. Grants we have received, and work put in with our team has been great and we want to make sure the next person that comes in can do at least as good.
 - Laurie did want the CEO job hybrid, but she is also happy to take Lisa's position.

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

- a. **Modoc** – Lorissa (Reese) - \$4million put into the park. Welcome to Modoc signs have been added and are incredible. The Sportsman Expo coming up. Rural County Representatives of California are coming to Alturas. Hosting National Sheep Dog Finals, and Dark Sky Festival. Lorissa offered to help with grants.
- b. **Siskiyou** – Richard – Dunsmuir has RR Days coming up, Carnivale in Weed, 4th of July Celebration, Yreka has Miners Day. Etna has rodeo. Interstate 5 still being worked on. Weed is looking at rebuilding some of the buildings with grants. There are 2-3 businesses opening in Weed recently which is a good sign.
- c. **Trinity – Julia** - Spring into Music Festival and Big Flat Jamboree, both successful events. Big Flat Jamboree was in memory of the event organizer's son. Memorial Day was very successful with great weather. Upcoming events for July 4th.
- d. **Shasta** – Matt – Boat traffic on the lake was tremendous over Memorial Day weekend. The caverns had 3200 people over the holiday weekend. On Father's Day the caverns had 900 people. Ribbon cutting was June 6th for the new lighting. New skate park in Shasta Lake. Friday night in the parks. June 20th is the eightieth celebration of Shasta Dam. Tuesday before the ribbon cutting the caverns were aired on the History Channel. The lake level is higher than originally anticipated – 81' in October anticipated.
- e. **Plumas** – Jeff not able to attend.
- f. **Butte** – Open board seat.
- g. **Tehama – Dave** - Wednesday night Farmers Market with food trucks, and music is the hub of social activity in the area that has grown exponentially since COVID. 4th of July fireworks show over the Sacramento River. Red Bluff received a \$2million grant for a splash park with volleyball courts. Three new restaurants have opened. Biofuel Diesel plant opening. Red Bluff is going after TBID.
- h. **Lassen** - Open board seat.
- i. **Redding** - Ed – The Soccer Park is getting back on the map with a new women's professional team, and they are working on getting a men's team. The Redding Sports Park – RTMG gave \$100k for sand volleyball courts. CalFire has been very proactive in getting fires under control. Redding Civic will have a 4th July celebration. Redding Roots Revival is growing each year with it being 3-days this year.

7. Adjournment: Meeting adjourned at 2:56