



SCWA Board of Directors Meeting Minutes
Tuesday June 11, 2024, 10:00 a.m. – 11:30 A.M.
Meeting Place: California Welcome Center, via Zoom or Phone

Position	Organization	Representative	Present (Yes/No)
President	Dave Gowan	Red Bluff Chamber	Yes
Vice-President	Lake Shasta Caverns	Matt Doyle	Yes
Treasurer/Secretary	Indian Valley Chamber	Jeff Titcomb	Zoom
Shasta County Director	Shasta Rail Trail Assoc	Tina Peluso	Yes
Modoc County Director	Modoc Outdoor Rec & Tourism	Lorissa Soriano	No
Siskiyou County Director	Weed Chamber	Richard Dinges	Yes
Siskiyou County Director	Discover Siskiyou	Heather Dodds	No
Trinity County Director	Strawhouse Resorts & Cafe	Julia Ellis	Joins via Zoom at 10:38am
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	Lassen Chamber	Kelly Ackley	No
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

Minutes:

1. **Call to Order** – Board Chair Dave Gowan calls meeting to order at 10:00am
2. **Confirm Quorum**
3. **Consent Calendar** – if the board is ready to approve these items without discussion, then all items can be approved as a slate – if discussion is necessary, then a motion can be made for each item to allow for discussion.
 - a. February 2024 minutes
 1. Ed motions. Matt seconds. All in Favor. None opposed.
 - b. Financial Update – May budget-to-actual
 1. Laurie reviews the \$98K revenue from the Federal Government in 2023-24 won't be on the 2024-25 budget as this was revenue for the previous budget.
 1. Richard motions. Ed seconds. All in Favor. No opposed.
4. **For Board Vote:**
 - a. Executive Board Vote
 1. Laurie explains that all directors are on the board. The board is voting on the Executive Board positions. She asks if anyone else on the board would like to be in one of the executive positions.
 1. Ed motions to keep executive board as is. Richard seconds. No discussion. All in Favor. No opposed.
 - b. 2024-2025 Proposed Budget
 1. Laurie reviews the proposed budget.
 2. Ryan asks what expense falls under Hospitality. Laurie answers that is for the Up-StateCA Tourism Summit.
 3. Richard asks about the tradeshow budget. Laurie explains the tradeshow budget is small and used for shirts for tradeshows and small items.
 4. Ed asks if Laurie is confident with the budget numbers.
 1. Laurie states she is comfortable with the proposed budget.
 2. Ed asks where the IRS refund is. Laurie explains it is in savings in case the IRS asks for it back she wants the funds available.
 3. Ryan asks about printing cost of the VG.
 1. Ed makes a motion to approve. Richard seconds. All in Favor. None opposed.

Discussion –

- Ed commends Laurie and her team for staying within the Shasta Cascade and RTMG budget. It is a great position for Shasta Cascade to be in with a financial reserve.
- Ryan asks if we should spend a portion of the reserves to do more marketing.
- Richard asks about using money for the CWC A/C and building repairs.
- Laurie states at the last board meeting it was approved for SCWA to loan SCEF \$100k for A/C and building repairs. The RTMG board is going to be asked to contribute funds for the A/C.

- Ed comments the leisure business on Friday and Saturday stays are down. Ryan said he thinks the leisure market is down due to the economy.
- Laurie shares the McConnell Foundation declined to give a \$50K grant for the CWC but Laurie was given pointers from
- Shannon at McConnell Foundation on reapplying for a grant. Laurie states Sierra Pacific said they would give grant money if McConnell Foundation gives.

5. General Business:

- **IPW booth/31 appointments**

- Award Winning Journalist Holger Jacobs from Germany did a 2-night pre-FAM for information to write a story in well-known German publications.
- Ribanna Ginsberg, a tour operator from Germany, did a 2-night post-FAM to experience the area first-hand before adding to tour offerings for European clients.
 - Laurie shares that Holger was nominated for a top journalist award in Germany.
 - The appointment meetings with the tour operators were good and there was interest in adding the Shasta Cascade region to most itineraries for future travel. Laurie shared feedback from the meetings with requests for various rates and there is discussion about static rates versus dynamic rates.
 - Questions are asked about travel from China returning. Laurie states travel from China is slowly returning. Lisa shares the challenge for airlift, and visas from China are taking at least a year to process. Dave shares the younger Chinese travelers are traveling independently instead of in groups.
 - Matt shares the international visitor mix he has been seeing at the caverns.
 - Laurie shares we are doing marketing in the BC Canadian market to attract Canadians to the warm weather in our region.

- **Facing Waves** – A filming project that took place in May was brought to us by the Visit California UK Office. The filming request was for rafting in Trinity County and waterfall hikes in Shasta and Siskiyou Counties. Visit California will share the finished video with us for our use on social media but the videos cannot be used for any other marketing.

- Laurie reviews how we partnered with Visit CA on this project.

- **Waterfall Brochure** – Regional waterfall brochure is being created in partnership with Redding Tourism Marketing Group.

- Julie shares the waterfall brochure and asks for the missing photos. There is board discussion about various waterfalls in each county.
- Discussion around membership for any of the rafting companies in Trinity County as Trinity River Rafting is no longer a member of Shasta Cascade. Their membership was cancelled after the extensive fire damage they had to their business. Hopefully, they will join Shasta Cascade again for the 24/25 FY.

- **Visit CA E-Newsletters:**

- 3/26 – Choose Redding Lodging, Explore Butte County, and Plumas County partnered with UpStateCA
 - Results – 488 UpStateCA Visitors Guides were requested

- Visit California is doing an E-Newsletter for each of the rural regions in CA. The Up-StateCA newsletter will go out 6/12 with a Call-to-Action – Get a Free Guide.
 - Discussion on content of the newsletters.
- **County share time:**
 - Matt- Shasta Lake visitation is up slightly year-over-year even with higher gas prices. Shasta Lake level will only be down 47' by Labor Day, the water level is great for visitors. A challenge is getting people to work. Employment agencies are expensive. The caverns don't have the infrastructure to house employees.
 - Ed echoes what Matt said about labor that wants to work being difficult to find. Employment agencies tend to churn applicants. Ed shares information about a blue-collar scholarship program/presentation with 6 different speakers and 43 participants. The program has been a success with Ed hiring 3 of the participants.
 - Ed – Redding update – Todd Jones is the new Redding Chamber of Commerce Executive Director. Ed suggests that Todd contact Dave Gowan to discuss tourism. Brews on the Bridge is happening this weekend in Redding. This is the last weekend for Glowing Wild at Turtle Bay. Ed asks if we have any leads for the Shasta Cascade board seat from Butte County. Laurie explains she thinks having the Farmers Brewery on the SC Board would be good and she plans to contact them. We have been inviting Nichole Farley from Explore Butte County as a guest to our board meetings. Jeff shares Farmers Brewery also has a restaurant.
 - Jeff – Plumas - High Sierra Music Festival will be in Quincy for the 4th of July. Lake Almanor is full as well as Lake Oroville and Bucks Lake. Wildflowers are blooming in Plumas County. Chester will have a 4th of July parade and fireworks on Lake Almanor. Plumas Arts has an art show that attracts artists from the Bay Area.
 - Julia – Trinity – Weather has been great with Strawhouse Resort being very busy over Memorial Day weekend. July 4th in Weaverville is anticipated to be very busy. A lot of road work is being done on highway 299. Staffing – Julia shares they hire work campers for the busy season and they stay in their RV spaces which has worked well.
 - Tina – Fishing has been great. Fall River Mills is being inundated with jets. A challenge is the limited number of restaurants and lodging in the area. Lodging has increased some but Fall River Mills needs more dining options. The Burney Falls trails are closed this year due to over tourism. A challenge in Eastern Shasta is a staff shortage.
 - Ryan – Trinity County Visitors & Development Bureau recently hired a Marketing Director from San Ramon. Trinity County plans to do marketing in the Bay Area with the approach that Trinity is a new area for visitors from the Bay Area. The Peddlers Fair in Lewiston had a great attendance. Ryan is planning an after party next year following the Peddlers Fair since attendance is about 3000 and the fair closes at 6pm. The Reggae into Fall Music Concert will be September 13th – 15th. Lewiston Lake is better this year than last year which had an algae issue last year.
 - Richard – Siskiyou – Lakes are up, waterfalls flowing. Siskiyou County is seeing many Canadians and tourism has been very busy in the past month. The County Fair is July 10th, Gold Rush Days coming up soon. Richard is buying VLSB books and giving them away to get return business. Richard retired from the Weed Chamber of Commerce and is now on the Chamber Board of Directors as well as the VLSB Board. The focus is on return business.

- Ed comments there could be better collaboration between the Shasta Cascade counties for marketing day trips to extend their stay in the region. The average stay at the BW PLUS Hilltop Inn is a one-night stay with normally 2-nights being the longest stay.
- Laurie shares the brochure with a map that we used during international appointments at IPW.
- Dave – Tehama – The Red Bluff Chamber of Commerce is promoting Red Bluff as a hub for a 2-3 day stays with a visit to LVNP, shopping, and events. The Red Bluff Chamber tries to have food trucks at all events because people stay longer. The Red Bluff Farmers Market is busy and runs 13-weeks. A 4th of July celebration with fireworks is planned. Red Bluff Chamber is now doing both economic development and tourism marketing. Dave shares the Red Bluff Chamber’s annual directory, their distribution, digital directory, and destination videos.
- Laurie – Celebrate 20 with Bandaloop dancers on the Sundial Bridge will be a big celebration June 28th -29th.

6. Adjournment - Dave motions to adjourn at 11:35am. Matt seconds. All in Favor. None opposed.

Secretary Signature: _____
Jeff Titcomb