



SCWA Board of Directors Meeting Minutes
Tuesday December 12th, 2023, 10:00 a.m. – 10:30 A.M.
Meeting Place: Zoom

Position	Organization	Representative	Present (Yes/No)
President	Dave Gowan	Red Bluff Chamber	No
Vice-President	Lake Shasta Caverns	Matt Doyle	Zoom
Treasurer/Secretary	Indian Valley Chamber	Jeff Titcomb	Zoom until 10:22am
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	Richard Dinges	Zoom
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	No
Lassen County Director	Lassen Chamber	Kelly Ackley	No
Staff	UpStateCA	Laurie Baker	Zoom
Staff	Choose Redding Lodging	Julie Finck	Zoom
Staff	Choose Redding Lodging	Lisa May	Zoom
Guest	Explore Butte County	Nichole Farley	Zoom

Minutes:

1. Called to Order at 10am by Vice President Matthew Doyle.
2. Quórum: Confirmed

3. Consent Calendar – if the board is ready to approve these items without discussion, then they can be approved as a slate – if discussion is necessary, then a motion can be made for each item to allow for discussion.
 - a. September 2023 minutes
 - b. Financial Update – Budget-to-Actual
 1. Richard motions to pass. Julia seconds. All in favor. None opposed.
4. For Board Vote
 - a. To open an interest-bearing CD for the savings account and IRS refund
 1. Laurie reviews SCWA has been able to save some money during Laurie’s tenure as GM. Laurie would like to move the saving to a CD to earn interest.
 1. Julia comments CD rates are good right now so it is a good time.
 2. Matt asks the amount that is available to invest. Laurie will look into the exact amount and advise at the next board meeting.
 3. Ryan suggests a money market account so there are not any penalties for withdrawal in case the funds are needed.
 4. Ryan motions for Laurie to research the money market and CD rates and advise findings at the next board meeting.
 5. Richard seconds. All in favor. None opposed.
5. General Business:
 - a. Marketing Updates: Fay and Matt from “This Expansive Adventure” visited in September – Laurie will share photos/posts from that visit.
 1. Laurie shows PowerPoint and reviews photo credit requirements and a link back to This Expansive Adventure website will be sent to SCWA Board of Directors in follow up. A big part of Fay and Matt’s project was hiking guides along with social media. Visit California’s UK office chose the itinerary per Fay and Matt’s request. Lisa coordinated the itinerary and accommodations.
 - b. True Omni – California Welcome Center kiosks – make sure you upload events so they show on welcome centers with kiosks. Our plan was to have UpStateCA events on kiosks but not incur the cost of getting a kiosk.
 1. Laurie explains the benefit of the eight Shasta Cascade counties adding their events to the UpStateCA events page so the events show up on kiosks in various California Welcome Centers. The cost was \$1k for coding on the backside of UpStateCA.com.
 - a. Content requests from Lisa
 - a. Thank you to those who submitted DogTrekker content – Laurie will share screen shots of the new information posted to that website.
 - i. Laurie shares PowerPoint showing county pages on DogTrekker.com that redirect to the individual county pages on UpStateCA.com.
 - b. Preparing for a dedicated newsletter – any county/city that wants to participate can co-op in.
 - i. Lisa shares co-op will be \$1895 per block. There will be 5 sections available for co-op. Content will be due mid-February, the newsletter drops 3/26/24.

- c. Laurie shares that Shasta Cascade has purchased the full-page digital ad opposite the front cover of the 2024 California Visitors Guide. Laurie asks for any fantastic photos counties can share to be considered for the ad. Photos need to be emailed to Lisa by December 15th.

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

- a. Ryan – Trinity County is looking to hire a Director of Marketing for the county. The salary will be around \$70k and will have an assistant.
- b. Richard – The Weed Visitor Center is seeing an influx of visitors coming from Canada heading south. The visitor center has given 100+ caverns brochures out in the past month.
- c. Heather – Discover Siskiyou is working with Sabrina focusing on their Film Commission and getting their filming website up, hopefully by January 1st. Discover Siskiyou is working with Ripe and thanks us for the info of how we are using Ripe in Redding. Discover Siskiyou now has a virtual mascot - Sisquatch. They have upcoming fun creative activations for their epic everywhere campaign with big epic letters for selfies. They are praying for snow so the ski park can open.
- d. Nichole – Explore Butte County signed a contract with a new ad agency. They are starting a new creative campaign January 1st with Madden Media. Explore Butte County continues working to build stakeholder relations within the county.
- e. Laurie – Update shared on Redding. Visit Redding is doing social media, downtown murals, and photography. Redding Tourism Marketing Group handles groups and events.
- f. Matt – Shasta Lake is slowing down for winter. Lake Shasta Caverns just had the best November ever for attendance and is expecting similar visitation numbers for the holiday season. Matt is the President once again for the SLBOA and will have a booth at the LA Travel & Adventure Show in February 2024. The Bay area attendance to the caverns has dropped off a bit since COVID but there is still good attendance from southern California.

7. The next SCWA board meeting will be February 13th.

Adjournment: Richards motions to adjourn. Julia seconds. Motion passes at 10:29am with no opposition.

Secretary Signature: _____
Jeff Titcomb