



SCWA Board of Directors Meeting Minutes
Tuesday February 13, 2024, 10:30 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	No
Treasurer/Secretary	Indian Valley Chamber	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	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	Yes
Lassen County Director	Lassen Chamber	Kelly Ackley	Zoom
Staff	UpStateCA	Laurie Baker	Yes
Staff	Choose Redding Lodging	Julie Finck	Yes
Staff	Choose Redding Lodging	Lisa May	Zoom
Staff	Choose Redding Lodging	Time Bauer	Yes

Minutes:

1. **Call to Order** – Board Chair calls meeting to order 10:09am
2. **Confirm Quorum**
3. **Consent Calendar** – if the board is ready to approve these items without discussion, then 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. **December 2023 minutes**
 1. Ed motions to approve. Heather seconds. No discussion. All in favor.
No opposed. Motion passes.
 - b. **Financial Update – budget-to-actual**
 1. Ed motions to approve. Ryan seconds. No discussion. All in favor.
No opposed. Motion passes.
4. **For Board Vote**
 - a. **\$577,618.51 in savings**
 1. **Suggest: 7-month CD at 5% - \$377,310.51**
 2. **Suggest: Money Market at 4.8% - \$200,000**
 1. Laurie reviews the savings account balance and options for investment.
Ryan states it makes sense to have funds accessible in a money market account.
Ed motions. Julia seconds. All in Favor. No opposed. Motion passes.
 - b. **Give the General Manager the option to offer a no interest loan up to \$100,000 for SCEF for the roof and A/C – in discussions with McConnell Foundation, Sierra Pacific, and City of Anderson’s new City Manager to see what they are willing to contribute.**
 1. Ed motions for discussion. Richard seconds.
 2. Ed asks if using the money for a loan will affect operations. Laurie said no.
 3. Ryan asks if the funds will come out of the money market or CD? Laurie said yes, \$100k.
 4. Richard asks questions on the condition of the building. Laurie reviews all the repairs done on the building and landscaping to date and states the major repairs needed are roof and A/C.
 5. Ed comments that having A/C working properly in the summer needs to be done. Richard agrees. Dave agrees.
 6. Laurie is hoping to get some funds from RTMG, Sierra Pacific, and McConnell Foundation even if the contributions are small amounts.
 7. Motion passes for repairs to the A/C and roof. None opposed.
 - c. **Option 1: Close the CWC and SCWA doesn’t offer CWC as a membership option – talk to Anderson if they want the building.**
 1. No discussion since motion above passes.

d. **Option 2: Find someone who wants to take over the building for a nominal fee then let RTMG create a CWC in Redding.**

1. No discussion since motion above passes.

5. General Business:

a. Laurie presented to Lions Club

- a. Laurie shares that she presented to Lions Club what SCWA does and partnerships available.

b. Deadline for Visit California newsletter co-op – Feb 15

- a. Lisa shares Butte, Plumas confirmed, Trinity maybe.

c. Mid-Year matching grant report was sent to Visit California

- a. Visit California asked us to change their logo on our marketing video and ads using their new logo.
- b. Visit California has accepted our year-end report.
- c. Dave asks what Visit California's marketing focus is in state, out-of-state.
 - i. Laurie reviews the marketing pieces we are doing with Visit California as part of the tourism grant and the markets they reach.
 - ii. Dave asks if 2024 VG is on our website.

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

1. **Ed** – The 20th anniversary of the Sundial Bridge is July 4th. On the 10th anniversary Bandaloop was dancing on the cantilever. RTMG is supporting the event with \$25k. Ed shares the history of the construction of the Sundial Bridge and the contribution McConnell Foundation made for the original funding as well as the 20th anniversary celebration. Kool April Nites will be the last week of April which brings approximately 2000 cars to Redding and is Redding's biggest event of the year.
2. **Heather** – Discover Siskiyou (DS) is launching their film commission. DS is updating cycling routes for Cycle Siskiyou. DS is working with CLIA for one day conference in Yreka with breakout sessions for rural DMOs. Heather will get info to everyone on the breakout session opportunity.
3. **Richard** - is working with VLSB to create a tour. Richard shares there will be many summer events happening this year in Siskiyou County. The snow levels are not as good as hoped for with the snow tourism visitation down at Mt. Shasta Ski Park.
4. **Kelly** – Lassen County events start in April. Prepping for a busy event season.
5. **Ryan** – Trinity County has been a bit slow for tourism with a rainy winter. Trinity Visitors Bureau is in the process of hiring a marketing director. Ryan asks for input on new tag line - *Visit Trinity Where Wild Lives*. Ed shares Todd Jones with Shasta County EDC will be the ED for Redding Chamber of Commerce and is originally from Trinity County.
6. **Dave** – Tomorrow is the community meeting for the Red Bluff Round-Up which has approximately 30k in attendance. RB Chamber is now heading up the EDC for Tehama County and will have a bigger influence in tourism development. New website - Tehamacounty.biz. Dave's marketing goal is to have 1 million people visit Lassen Peak next year. The event Elevate and Inspire will be happening this year in Red Bluff.

7. Ed – UpStateCA – Ed asks Richard if any contact with Alex at the Cascade Theater to show the film that Richard is creating? There is an opportunity for counties to band together to market UpStateCA more. Dave agrees and shares he was at a conference and people were unsure where Tehama County is located and he agrees on the other counties marketing UpStateCA more.

7. Adjournment - Ed motions to adjourn at 10:44am. Ryan seconds. All in Favor. None opposed.

Secretary Signature: _____
Jeff Titcomb