



SCWA Board of Directors Meeting
Tuesday January 10th, 2023, 10:00 a.m. – 11:30 a.m.
Meeting Place: California Welcome Center, Zoom, or by Phone

Meeting Participants

Dave Gowan, President (Tehama County) – Not in Attendance
Matthew Doyle, Vice President (Shasta County) – In Person
Jeff Titcomb, Treasurer (Plumas County) – Zoom
Ed Rullman, Past President (Shasta County) – In Person
Kelly Ackley, Lassen County Board Member – Zoom
Lorissa Soriano, Modoc County Board Member – Not in Attendance
Tina Peluso, Shasta County Board Member – Not in Attendance
Richard Dinges, Siskiyou County Board Member – Zoom
Heather Dodds, Siskiyou County Board Member – Zoom
Ryan Cinelli, Trinity County Board Member – Zoom
Julia Ellis, Trinity County Board Member – In Person
Laurie Baker, SCWA General Manager – In Person
Lisa May, SCWA Director of Tourism – Zoom

AGENDA:

- 1. Meeting was called to order by Board Vice President Matthew Doyle at 10:02am**
- 2. Quorum confirmed**
- 3. Film Shasta Presentation – Sabrina Jurisich**
 - a. This presentation was tabled until March due to Sabrina not being able to attend.
- 4. General Business:**
 - a. **SCWA Marketing Update:** Laurie presents a PowerPoint presentation with marketing updates going into detail on the marketing efforts listed below.
 - 1. Brand USA Global Marketplace virtual meetings with tour operators and travel trade.** Lisa attended the virtual Asia & Pacific event which was 12/7 & 12/8 with 15 appointments. The Europe event will be February 7th & 8th.
 1. Laurie reviews the Brand USA>Visit California>DMO>Local Business funnel. A common theme from appointments with tour operators was the tour operators wanting a tour company that has multi-day tours that visit Up-StateCA. Mt. Shasta is most requested by the Japanese market. Soft adventure is a common theme of what is being asked for and why tour operators are requesting appointments to learn more about UpStateCA. Ryan shares Trinityplaces.org is adding tour itineraries for Trinity County.

2. **Visit California Now Podcast featuring the Shasta Cascade region coming out this week**
 1. Laurie shares there will be an interstitial during the Visit California Shasta Cascade podcast. The script for the interstitial was shared with the board.
3. **Black Truck**
 1. Laurie explains Black Truck is a new vendor for SEM to help Shasta Cascade promote all eight counties.
4. **DogTrekker campaign**
 1. Laurie shares the marketing campaign being done with DogTrekker to promote dog friendly travel to the Shasta Cascade region.
5. **Shasta Cascade E-newsletter**
 1. Laurie shares the Visit California e-newsletter blocks were offered to all counties as a co-op. Other counties didn't participate so Shasta Cascade did an e-newsletter representing the region as a whole.
6. **Travel and Adventure Show**
 1. Laurie reviews plans to attend the Travel & Adventure Shows. The Bay Area show cancelled but we will be attending the LA show.
 2. Ed asks that if Visit Redding and other businesses within the Shasta Cascade region have booths at the show that the booths are next to each other for greater representation for the region. Discover Siskiyou confirms they aren't going to have a booth at the LA Show Feb 18th and 19th.
 3. Matt asks about bus tours coming back. Lisa shares tour operators are planning for 2024 per conversations with tour operators on the Brand USA platform. Ed shared that he is starting to see RFPs coming in for some bus tours but only a few.

5. For Approval:

- a. **UpStateCA Tourism Summit date** – April will not be a good month for the event due to Easter on 4/9, Red Bluff Round-Up 4/21 – 4/23, and Kool April Nites main event days 4/28 – 4/29. Redding Rodeo is 5/17 – 5/20. Proposed date for Tourism Summit is May 3 & 4.
 1. Ed makes motion for the UpStateCA Tourism Summit to be on May 4th. Richard seconds the motion. All in Favor. No opposed. Motion passes.
 2. There is discussion about where to have the Tourism Summit. Laurie shares the mixer will be at the California Welcome Center the evening of May 3rd. Visit California is agreeing to partner with Shasta Cascade to host an Open House at the CWC on May 3rd. Ed suggests Red Lion Hotel Redding. Matt is okay with the Red Lion as well. The Shasta Cascade team will check on venue availability.
- b. **September 2022 minutes**
 1. Ed motions to accept the minutes. Julia seconds the motion. No opposed. Motion passes.
- c. **Financial Update**
 1. **Year-to-date budget**
 1. Laurie reviews the year-to-date budget and asks the board if they have questions. Matt asks if Laurie is seeing increases for expenses this year or projecting increases for 2024. Laurie shares the Shasta Cascade expenses are in line with labor possibly increasing. Matt asks about revenues. Laurie gives an update on the UpStateCA Visitors Guide being in final design and will go to print soon. Matt asks about grants. Laurie shares there aren't any grants on the near horizon.

2. Julia motions to approve the financials. Richard seconds. All in favor. No opposed. Motion passes.

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

- a. Ed shares the split between Visit Redding and RTMG. The RTMG Board has decided to stop being concerned about who RTMG is and to move forward with marketing Redding. Ed is concerned about room nights and dining revenue declining. 2022 Q1 numbers were very good. 2023 Q1 is not seeing the same booking numbers. The banking business is forecasting a bigger recession in Q4 2023. We are on the right track as a region focusing on bringing visitors to the region with people looking for outdoor activity. Hopefully with the heavy rains the region has a low fire season.
- b. Heather – Room nights are slowing down in Siskiyou County. They are promoting budget friendly lodging and free/low-cost sightseeing. Heather shares a little bit about BandWango passes and asks if any of the other areas want to partner with Discover Siskiyou. Discover Siskiyou is developing their podcast and promoting ski and mountain biking in Mt. Shasta. Their team is trying to mitigate the effects of inflation in the area.
- c. Richard shares the Volcanic Legacy Scenic Byway is trying to put together some bus tours that will travel the byway. The Weed Chamber is getting their event calendar setup.
- d. Ryan shares the Trinity Visitors & Developments Bureau has been working on branding messages and video/photos for marketing assets. Their focus is on bringing Trinity into the digital age. The past few months have been very slow for lodging but the summer season has a lot of bigger family groups and reunions booked with occupancy forecasted to be high.
- e. Kelly shares this is a slow time for tourism in Lassen County. They had great attendance for holiday events. One of the prisons in Susanville has closed. Kelly shared some of the local events planned for this year.
 1. Ed asked if more people are moving out of Susanville with the prison closure. Kelly shares the prison is trying to open fire camps on the prison land. Very few staff from the prison have stayed in the area.
- f. Matt shares Shasta Lake water level is 116' as of today. Signs are looking like the lake will be full this year. Outdoor recreation in our area will be a draw this summer especially with the economy, people are looking for low-cost activities. The caverns have had a 14% increase in ticket price to help cover increase in payroll. Facebook unpublished the SLBOA page. SLBOA is trying to get the page reinstated and is unsure why the page was taken down. Lake Shasta Caverns is hosting the National Caves Association Convention in October 2023 which will bring tourism to the region.
- g. Julia shares Strawhouse Resort added 15 RV spots.
- h. Jeff shares Longboard Races in Plumas County are mid-January, mid-February, mid-March this year. There is currently a lot of snow in Plumas County for winter recreation.
- i. Matt asks when the last economic study was done for Shasta Cascade. Laurie explains we have a data source if there are specifics the board has questions about. However, economic impact studies are expensive and Shasta Cascade doesn't have the budget to pay for a study.
- j. Laurie offers to give a report on data that might be of interests to the Shasta Cascade board at a future meeting.

7. Adjournment - Richard motions for adjournment and Ed seconds. Meeting adjourns at 11:00am