



SCWA Board of Directors Meeting
Tuesday June 13th, 2023, 9:30 a.m. – 11:30 A.M.
Meeting Place: Lake Shasta Caverns

Shasta Lake has nearly 400 miles of shoreline, and when full it holds 4.5 million acres feet of water.

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	Yes
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	Yes
Siskiyou County Director	Discover Siskiyou	Heather Dodds	No
Trinity County Director	Strawhouse Resorts & Cafe	Julia Ellis	Yes
Trinity County Director	Lakeview Terrace Resort	Ryan Cinelli	Yes
Butte County Director	Open Position		
Redding Director	Best Western Plus Hilltop/CR Gibbs	Ed Rullman	No
Lassen County Director	Lassen Chamber	Kelly Ackley	Yes
Staff	UpStateCA	Laurie Baker	Yes
Staff	Choose Redding Lodging	Julie Finck	Yes
Staff	Choose Redding Lodging	Lisa May	No
Guest	Strawhouse Resort	Don Ellis	Yes

Minutes:

1. Call to Order: 10:27 am
2. Confirm Quorum: Quorum met
3. SCWA Executive Board Election Results for 2023-24
 - a. Same slate as last year:
 1. President – Dave Gowan
 2. Vice-President – Matt Doyle
 3. Secretary/Treasurer – Jeff Titcomb
4. For Approval:
 - a. April 2023 minutes – Richard Dinges motions approval, Matt Doyle seconds
 1. Discussion on whether we give an overview in the minutes or detailed conversation – decision was to document the detail.
 2. All in favor – motion passes to accept the April minutes as written.
 - b. Financial Update
 1. Year-to-date budget as of May 2023 – Richard Dinges motions, Julia seconds to accept the financial update as presented.
 2. Discussion was around spending more on advertising than was budgeted but that was because we had partners to co-op the marketing, and that the outside services line item was over budget due to paying for help with the Employee Retention Tax Credit. The expense and funding are in different fiscal years.
 3. All in favor – motion passes to accept the Year-to-date financials.
5. General Business:
 - a. Number of Board seats: The counties didn't find anything that would change the number of board seats per county. Trinity County noted they are just under the requirements for two seats and would like help with ideas to get back to two board seats. It was decided that the current structure will remain until new Bylaws are created. Laurie and Richard welcome ideas for Bylaws update.
 - b. Tourism Summit recap: Board President Dave Gowan said he received positive feedback on this year's event. All board directors shared the same feedback as Dave and Matt even said he is inviting Black Truck to speak at the Caves Convention in October. It was decided to hold the 2024 Summit in April and to invite Black Truck to speak on GA4.
 - a. Rural Grant Annual Report Due July 10, 2023 – the Draft report was shared with the directors. The rules are that all ads must represent at least five out of the eight counties and UpStateCA needs the matching funds to meet the cost of all campaigns. Discussion was around what to include next year keeping in mind the ideas must represent all eight counties, be approved by Visit California, and supported with invoices from vendors. In-kind work is not supported by the grant.

- a. Marketing Ideas – all counties want a pet-friendly themes in ads since the whole region is very pet friendly and more and more people are traveling with pets now. Still need to show respect for those with pet allergies, don't alienate them. All counties have carnivals, 4th of July events, rodeos, car shows, trails, and music festivals. Those can all be over-arching themes for all counties. Farmers markets are more social events than what is found in urban areas. The group talked about hosting Overland Chronicles. They can cover 5 counties and they will create a commercial for UpStateCA for \$5000 which includes a 30-minute episode aired on Pursuit Network, Destination America, Outdoor America, and Carbon TV. They reach over 4-million viewers and they received a Telly Award for Best Reality Show. The group decided five counties will host the crew.
- a. Richard asked if all counties are paying their fair share of advertising. CEO states that technically the board seats are set on financial contributions. The marketing bundles are a way to add funds so organizations can see what they are getting for their funding. Board directors shared other ideas to increase funding.
 - b. The Summit is popular when we give business building ideas, but we still need to show the value of UpStateCA.
 - c. Do mixers in each county to reach more people and tell them about UpStateCA. Have Matt do one on his boat – it could be a special invitation event.
 - d. Use Redding Buzz to get information out to the masses.
 - e. Do presentations – Matt offered to do a presentation for Redding City Council and Shasta Lake City Council if the SC staff makes the presentation. Do presentations in March to prepare for the April summit and invite people at those presentations. Show the economics of tourism. Tell how we gear up for summer or what we do to fill the shoulder seasons. Show how our caves and other attractions are an alternative to theme parks.

6. Adjournment at 11:29am

Secretary Signature: _____
Jeff Titcomb