



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

**Meeting Participants**

Position	Organization	Representative	Present (Yes/No)
President	Red Bluff Chamber of Commerce	Dave Gowan	Yes
Vice-President	Lake Shasta Caverns	Matt Doyle	Yes
Treasurer/Secretary	Quincy Chamber of Commerce	Jeff Titcomb	Zoom
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 of Commerce	Richard Dinges	Yes
Siskiyou County Director	Discover Siskiyou	Heather Dodds	No
Trinity County Director	Strawhouse Resorts & Cafe	Julia Ellis	Zoom
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	Open Position		
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
Guest	Plumas County	Shannon Greer	Zoom

## Minutes:

1. **Call to Order** – Board Chair calls meeting to order at 10:05am

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 to discuss each item separately.

a. June 2024 minutes

1. Richard noted one change needed to the June minutes which is to move Dave Gowan – Red Bluff Chamber name/organization to correct columns.

b. Financial Update:

1. 2023-2024 year end
2. YTD budget-to-actual

c. Richard motions to approve minutes and financials. Matt seconds. All in Favor. No opposed.

4. **General Business:**

- **Shasta County RFP:**

- SCWA submitted an RFP for the Shasta County Tourism Marketing and Branding Proposal.
  - Laurie shares Shasta County wants a marketing agency to market Shasta County. SCWA answered the RFP and if SCWA wins the bid more SEO and SEM work can be done driving traffic to UpStateCA.com. An increase in traffic to UpStateCA.com will help tourism for the entire region. Laurie reviewed the RFP process, submission, and three levels - \$250k, \$500k, \$1million. Laurie agreed to put \$10k in the SCWA RFP proposal to give to Nigel Skeet – Shasta County Chamber of Commerce for marketing if SCWA is awarded the RFP. Nigel agreed to do the same for SCWA if he is awarded the RFP.
  - Richard asks if funds are coming from Visit California. Laurie answers no, funds are solely coming from Shasta County.

- **Waterfall Brochure:**

- The UpStateCA Waterfall brochure is now available for distribution created in partnership with Redding Tourism Marketing Group.
  - Dave shows the new UpStateCA Waterfall Guide to the SCWA board. Laurie shares the plan for distribution via mailings, Certified Folder, and individual businesses.
  - Matt comments he is looking forward to using/sharing the waterfalls brochure.

- **Visit CA E-Newsletters:**
  - Co-op blocks for 10/15/24 newsletter are \$1895. Lisa emailed information to SC county DMOs with a deadline of 9/4. Blocks are still available. If a county wants to participate they can email Lisa all materials by this Thursday 9/12.
    - So far, the only partner offering to share in the co-op is Choose Redding Lodging. Newsletter blocks will highlight activities found in all Shasta Cascade counties. Laurie reviews the past success of the VCA e-newsletter with readers requesting UpStateCA Visitors Guides.
  
- **2025 UpStateCA Visitors Guide:**
  - Content and high-resolution photo updates need to be to Lisa by 9/30.
    - Laurie reviews our request for photos, listings, and ads. Laurie suggests in the future we may be able to provide the board with email lists to follow up for this information to help us make sure updates are finalized in the next edition.
  
- **2024/2025 Visit California Tourism Grant:**
  - Our application was approved for the \$60k matching funds for the following marketing projects.
    - The \$60k matching funds required by the rural grant will be added to funds from partners to implement the marketing projects listed below.
      - Half page ad in 2024/25 California Road Trips
      - Full page co-op ad in the 2025 California Visitors Guide
      - 2025 UpStateCA Visitors Guide - design, printing, distribution
      - Visit California E-Newsletters – October 2024 and February 2025
      - UpStateCA Waterfalls Guide – design, printing, distribution
      - Go West Summit registration for one attendee
      - Essentially America – Print Ad – UK and German Markets
      - China Visit Tour – social media on Weibo with Chinese landing page
      - UpStateCA Commercial – Markets outside of California
        - Dave reviews the importance and value of the relationship Shasta Cascade has with Visit California and states the grant funds are put to great use with marketing efforts.
        - Laurie comments on the good relationships Lisa has with the Visit California international offices.
        - Richard suggests representation at local county events with Shasta Cascade having a booth promoting membership and giving out visitors guides. The items needed would be a table, pop up tent, and visitors guides. Laurie offers to send each county board member what is needed to work a booth for SCWA. SCWA doesn't have enough staff to work a booth at each county event. Richard states he might be able to get voluntaries to work a booth at some of the events in Siskiyou County.

- **2025 UpStateCA Tourism Summit:**

- Holiday Inn Redding April 8<sup>th</sup> 1pm – 5pm with a networking event at C.R. Gibbs immediately following 5pm – 7pm.
  - Laurie reviews the plan for music with a duo at the mixer following the Summit. Laurie has requested the AI speaker from the 2024 Tourism Summit to return. She is waiting to hear back if he can attend. Visit California will do a presentation. Laurie is still looking for another speaker that will present on a topic that helps people with their business.
    - Discussion with suggestions for the Tourism Summit and mixer.
      - Dave suggests a speaker on social media.
      - Richard suggests contacting Public TV to broadcast the Summit. Laurie said that PBS would require money to broadcast.
      - Dave asks about NetSound videoing the event for YouTube.
      - Julia suggests KIXE will do trades if they can do a presentation.
      - After discussion it is decided that it would be good to have short videos of the Tourism Summit to promote attendance for future years.

## 5. Questions/Comments: 3-minute county share time

- a. **Matt** – Shasta Lake – level will be down 71' by December 1st which is good. July 4<sup>th</sup> weekend was slower than normal due to the heat. Labor Day weekend was also not as busy as in the past. Demographics at caverns has changed some. Not as many East Indians visiting the caverns on Labor Day weekend. Asians and Latino's were biggest groups visiting. Marina bookings were down YOY. Going into the fall season business is slower. Lake Shasta Caverns will undergo a \$500k relighting project later this year to replace the lighting from the 1950s inside the caves. The plan is to install solar for some of the cave lighting.
- b. **Jeff** – Plumas – [plumascounty.org](http://plumascounty.org) is the best source for a list of events. A car show event is coming up in Chester. Lake Almanor and Bucks Lake are still full. CR Butte trails stewardship has events coming at the end of the month.
- c. **Julia** – Trinity – This is the first year in 7 years Strawhouse Resorts business was not affected by wildfire. There were cancellations in July because of the heat. August weather was mild which helped with business. Rafting companies on the Trinity River were slower this summer than normal.
- d. **Shannon** – Plumas County – Business in Plumas County had a slow start this summer with the Park fire. A lot of construction crews are staying in the area now. The Sierra Valley Ag tour will draw tourism to the area.
- e. **Ryan** – Trinity – hearing mixed reviews on how the summer went for businesses in Trinity. Lakeview Terrace Resort had good summer occupancy. Upcoming events include the Reggae Music Festival this weekend. Witch Brigade, with over 100 witches going down the street is a fun event. The Lewiston Bridge Lighting event is coming for the holidays. Trinity County hired a Marketing Director who is no longer there.

- f. **Richard** – Siskiyou – Events some had many attendees and others had a lot less attendees than usual. Over 6k people showed up for the Mushroom Festival, the largest festival ever for the county. The Montague Balloon Festival and the Apple Festival are coming this fall. The Trunk or Treat event last year had 3000+ attendees with vendors now being added. Trying to get more businesses to come to Siskiyou County. Businesses have not returned since closing from COVID.
- g. **Laurie** – Shares our region is lower in spend than other regions because we don't have as many things to spend money on compared to other regions. Bigger cities have more people but also more to spend money on.
- h. **Ryan** – shares it is difficult to start a business in Trinity County.
- i. **Dave** – Tehama – The Park Fire burned 480K acres, it was a miracle that LVNP was barely touched by the fire. Mineral and Manton survived with fires knocking at their door. Restaurants and hotels were very busy with evacuees, and fire fighters. Red Bluff events - 9/21 will be Beef n' Brew. Farmers Market on Wednesday nights June – August with food trucks and music, and small businesses. The market has become a cultural event for the community. 10/5 Concert Truck symphonic music that has played in Denver, LA, and Dallas will be in Red Bluff at the River Park; concert is free of charge. The Red Bluff Chamber of Commerce is working on the Christmas Parade, and Monster Truck events in November. The EDC is working to bring new businesses to Tehama County.

6. **Adjournment** - Matt motions to adjourn at 10:56am. Dave seconds. All in Favor. None opposed.

Secretary Signature: \_\_\_\_\_  
Jeff Titcomb