



**SCWA Board of Directors Meeting**  
**Tuesday April 4th, 2023, 10:00 a.m. – 11:30 a.m.**  
**Meeting Place: C.R. Gibbs – Redding**

**Meeting Participants**

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

**Guests**

Julie Finck – Redding Tourism Marketing Group  
Sabrina Jurisich – Film Shasta

**AGENDA:**

- 1. Meeting was called to order by Board President Dave Gowan at 10:06am**
- 2. Quorum confirmed.**
- 3. Introductions done by each board member.**
- 4. Film Shasta Presentation – Sabrina Jurisich**
  - a. Sabrina shares the background of Film Shasta beginning under the direction of Laurie Baker at Visit Redding and then going independent in 2021. Sabrina shows a 3-minute video showing the jobs and economic output the filming industry brings to communities. In 2021 of the top 7 industries in California, film and TV were the top two for jobs behind agriculture and tourism. Sabrina explains the purpose of Film Shasta – finding local cast and crew, filming permits, lodging, and manages day-to-day film projects. Sabrina is a certified film commissioner. Only 10% of film commissioners in the USA are certified. Sabrina explains the roll of the affiliates she works with. Sabrina reviews production numbers and states reports are available on the Film Shasta website. There were 1270 room nights booked with 56 productions filmed in 2022 in the areas Film Shasta represents. Sabrina is the president of the Flicks board. Sabrina hopes

to increase production in 2023 with a film FAM in April, events, and with a plan to build relationships in a film friendly community. Sabrina offered to have discussions with other counties if they are interested in Sabrina being the film commissioner. Currently within the Shasta Cascade region Sabrina is the Film Commissioner for Shasta and Tehama counties.

1. Richard asks if Sabrina works with local TV stations. Richard is interested in talking with Sabrina about the Siskiyou media counsel. Dave shared some of the ways Tehama County has worked with Sabrina. Ed shares his view on the importance of bringing filming to all counties within the Shasta Cascade region. Matt shares the film industry helps tourism with examples of various movies filmed in states that promote the movie filming sites for many years following the release of movies. Ryan states that Trinity County might be interested in adding film commissioner representation.

## **5. General Business:**

### **a. Formula for SC board members per county**

1. Dave gives an overview of the handouts for each individual county. Laurie asks each county to review the calculations for the board seats per county following the bylaws. Laurie reviews how the board seat allocation is determined. Ed suggests we look at the Shasta Cascade bylaws and simplify the formulas for board seats. Bylaws were originally written when the City of Redding was giving funds to Shasta Cascade, which is no longer happening. Ed states bylaws should be updated to serve Shasta Cascade's current structure. Ed suggests Laurie investigate adjusting the bylaws with Civitas. Laurie suggests the Shasta Cascade Board forms a committee with the board knowledge before going to Civitas due to the expense.
2. Richard makes a motion to start a committee to look at the bylaws. Jeff seconds. All in favor. No opposed. Motion Passes.

### **b. Marketing Update with some data from Datafy.**

1. Laurie shows a PowerPoint presentation on Q1 2023 marketing and explains that the Visit California marketing rural grant requires matching funds. The open and response rate for visitors guides via e-newsletters with Visit California and Rider Magazine have been successful. Dave asks about partnering on future Rider Magazine campaigns. Laurie shares Rider Magazine is now requiring coding in html so we probably won't contract with them again. Heather shared Roadrunner Magazine was used by Siskiyou in the past and Siskiyou would be willing to co-op with Shasta Cascade. Dave shares there is interest for Tehama County with the motorcycle market. California Road Trips results were shared with the theme of "Buckle Up and Choose Your Road" to hit all eight counties. The LA Travel & Adventure Show was a success with the show being face-to-face with high engagement. The Bay Area Travel & Adventure Show was canceled or Shasta Cascade would have participated.
2. Datafy – Redding Tourism Marketing Group paid for a contract with Datafy for Redding. Laurie shares the points-of-interest that are included in the data. The report filters 75-miles out from Redding in a radius to filter out local phones. There is discussion around itineraries with hub and spoke stays, the return of travel agent services, third party booking sites, and multi-night packages with minimum of 2-night stays.

- c. **Visit California Rural Committee – currently Laurie and Lisa are members but we can offer that slot to other people in the UpStateCA region. Nichole Farley the new Butte Executive Director has asked to be part of the committee. How does the board want to handle the SCWA spots?**
1. Laurie explains there are 12 regions in CA with 8 of those considered rural regions. Laurie and Lisa are currently on the Visit California (VC) Rural Region Committee. Nichole Farley with Explore Butte County is interested in representing Shasta Cascade on the VC Rural Region committee. Laurie states she thinks if someone replaces Laurie and Lisa on the VC Rural Committee that this needs to be a board decision. Ed states that Nichole first needs to be part of the Shasta Cascade Board before she represents Shasta Cascade on the VC Rural Region Committee. Laurie has invited Nichole to attend the Shasta Cascade Board meetings. The board agrees that Laurie and Lisa should continue to be the representatives on the VC Rural Region Committee. Dave states that Lisa and Laurie have great relationships and knowledge with the members of the VC Rural Region committee.
- d. **Visitor guide distribution cost \$17-\$18 per box. Visitor guides are here for anyone who is willing to store and deliver to their partners in their county.**
1. Laurie reviews the cost to ship visitor guides was \$7-\$8 per box; now shipping has increased to \$17-\$18 per box. We would appreciate the Shasta Cascade board members helping by picking up visitor guides and distribution within their respective counties to help minimize distribution cost.
- e. **Tourism Summit update and CWC evening event the evening prior to the Tourism Summit. Prize donations are being requested for the evening event.**
1. Laurie reviews details of the Tourism Summit on May 4<sup>th</sup> and California Welcome Center Open House on the evening of May 3<sup>rd</sup>. The Tourism Summit is May 4<sup>th</sup> at the Red Lion Hotel in Redding. Laurie shares idea of a live auction at the Tourism Summit. The event at the California Welcome Center the evening of May 3<sup>rd</sup> will raffle off prizes. Laurie shares information about Black Truck and Active NorCal that will both speak at the Tourism Summit plus a representative from Visit California.

**6. For Approval:**

**a. January 2023 minutes**

1. Ed motions to approve. Matt seconds. All in favor. None opposed. Motion passes.

**b. Financial Update**

**1. Year-to-date budget**

1. Laurie explains that she is presenting the budget information directly from the General Ledger system so it looks a bit different than it has at the past meetings. Laurie reviews the budget. Richard asks if budget revenues will be met this year. Laurie answers yes and reviews each revenue line item.
2. Ed motions to approve. Richard seconds. All in favor. None opposed. Motion passes.

**7. Questions/Comments : 3-minute county share time**

- a. Tehama – Dave shares the many events in Tehama County during April with the Red Bluff Round-Up being the focus. The QR code on the Red Bluff Chamber of Commerce Visitors Guide has been very successful.
  - b. Shasta – Tina shares recent events haven't been as well attended as in the past due to weather with not as many fishermen and hunters visiting.
  - c. Shasta – Matt reports Shasta Lake is only down 24' with all the snow and rain. Cottages/cabins on the lake are booking fast for the summer season. Many media reporters have visited and are reporting the lake is full. Snowpack is 217% of normal levels.
  - d. Plumas – Jeff shares Plumas County is still a winter wonderland. Snowmobiles are out playing. The anglers are eager to get out on Lake Almanor.
  - e. Modoc – Lorissa reports it has been snowing every day since November 2<sup>nd</sup>. The Modoc Economic Development Board has new members. Two new websites and branding for the county have been developed. The Clean California Grant of \$4.5 million is being used to upgrade the Veteran Memorial Park in downtown Alturas. Lorissa is working with Caltrans for gateway signs that say Welcome to Modoc County. Veterans Sportsman's Weekend is coming up and the Expo is coming in June. Laurie visited Modoc and her input was used in part of the design of the new park.
  - f. Siskiyou – Richard shares many snowbird visitors are coming from Canada and Oregon stopping in Weed on their way to Palm Springs. Many events are scheduled spring through fall in Weed.
  - g. Siskiyou – Heather states this is the strongest year according to TBID funds. The Bandwango Trails program is doing well. A couple new properties have opened. Upcoming events are Discover Siskiyou Rocks, Granduro, and a music festival.
  - h. Trinity – Ryan shares filming projects are in process to develop videography for Trinity County with brand messaging. Many events are scheduled in Trinity County with some events overlapping. Julia shares Strawhouse Resort will be having a wine tasting event in June.
  - i. Shasta – Ed shares from February through June seems to be the busiest time of year with events in Shasta County/Redding. Kool April Nites is the end of April, Redding Rodeo is in May. CR Gibbs has been very busy in Q1 of 2023. The hotel business has been up and down this year but now returning to normal occupancy.
8. Laurie reviews the future board meeting schedule and locations. The June board meeting will be at Lake Shasta Caverns, September will be at the California Welcome Center. Ed suggests we move the December board meeting to January due to the holidays.

**9. Adjournment – Ed motions for adjournment and Reese seconds. Meeting adjourns at 11:49am**

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