



## **SCWA Board of Directors Meeting Minutes**

**Tuesday September 13th, 2022: 10:00 a.m. – 11:00 a.m.**

**Meeting Place:** California Welcome Center Anderson, Zoom, or by Phone

### **Meeting Participants**

Dave Gowan, President (Tehama County) – In person  
Matthew Doyle, Vice President (Shasta County) – In person  
Jeff Titcomb, Treasurer (Plumas County) – phone  
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 – phone  
Richard Dinges, Siskiyou County Board Member – not in attendance  
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

### **AGENDA:**

**1. Meeting was called to order by Dave Gowan - Board President at 10:03am**

**2. Quorum Confirmed**

**3. For Approval:**

**a. June 2022 minutes**

1. Ed motions. Matt second. All in favor. No opposed. Motion passes.

**b. The December SCWA/SCEF Board Meeting lands on December 13 – should it be postponed to January?**

1. Matt motions to move December board meeting to January 10<sup>th</sup>, 2023.  
Ed seconds. All in favor. No opposed. Motion passes.

**c. Financial Update**

**1. Laurie reviews the year-end 2021-2022 budget.**

a. Ed asks if more funds should go into savings. Laurie explains SCWA has approximately 1 ½ years of budget in savings.  
Ed motions. Julia seconds. All in favor. No opposed. Motion passes to approve the 2021-2022 year-end budget.

## 2. **New 2022-2023 budget with year-end adjustments**

1. Laurie reviews the budget and the matching funds required for the Visit California 1:1 grant match.
2. Laurie states previous Shasta Cascade members will be contacted to see if they would like to purchase Shasta Cascade marketing options.

## 4. **General Business:**

### a. **SCWA Marketing/Membership Invoices mailed**

1. Checks are starting to come in from the marketing/membership mailing.
2. Report out from each county of Fire Recovery
  1. Ed suggests an update by county on what still needs to happen for recovery to help promote tourism. Ed shares lodging occupancy in Redding has been stagnant.
  2. Matt shares that visitors need to be educated on the air quality being good in some areas within the region even when a fire is present in another area.
  3. Julia shared it has taken Strawhouse Resorts & Café 9-months to come back from the Monument Fire. The key is to get visitors to trust that they can come back to the area again, not everything has burned.
  4. Richard shares he has been out for the past 10-days due to the Mill Fire. Laurie asks for current photos of tourist areas unaffected by the Mill Fire so we can pushout on social that the area is open for tourism.
  5. Kelly – Lassen County has been fortunate this year without any major fires so far. The area is still recovering from the Dixie Fire. A PG&E settlement has been shared with the community. Lassen County received \$500k split between two chambers.
    1. Ed asks how the closing of the prisons in Susanville is affecting Lassen County. Kelly shares one prison will most likely close within the next 3-5 years which will affect the shopping, lodging occupancy, and dining due to loss of population and visitation.
  6. Tina – Eastern Shasta County has been fortunate without any major fires in the area this year. The faire just finished with attendance down. The only event that sold out was the derby.
  7. Jeff – Indian Valley Chamber and other area Chambers received funds from the PG&E settlement. All Indian Valley lodging was

burned in the fire. Greenville is building but it will take a while losing 76% of the town. California gave \$7M for infrastructure rebuild in Greenville. Reilly Jerky is opening a larger facility than they had pre-fire. Reilly Jerky had a limited grand opening for 500-600 participants due to limited lodging. The chamber is seeing visits to film the fire aftermath. Fall color is peaking through and expected to be strong.

8. Ryan asks about using fire scaring for potential filming. Laurie explains that Sabrina at Film Shasta would receive the scouting calls.

#### **5. Follow-up from previous meeting:**

**a. Budget noted to show that the Visit California Funds are only received if matching funds are available.**

1. Laurie reviews the \$60k from Visit California for marketing is only paid if we receive matching funds.

**b. Ed offered for an afternoon meeting where he would host lunch. Should the board plan for that next time?**

1. Ed shared he would offer a special rate at the Best Western Hilltop Inn and host lunch with a goal of having all board members present. There is discussion about filming and Ed suggests having Sabrina attend the next SCWA board meeting. Ed will probably retire in the next 5-years and those taking the reins will need to know the history of SCWA, the plan for restructure and a vision for the future. Ed states as a board we must develop the future of SCWA, with focus on tourism and how to get business to the other counties. Ed explains the tourism marketing funnel – Brand USA markets the USA to the world for visitation. Visit California markets California as a preferred destination to visit to travelers coming to the USA. SCWA markets to visitors coming to N. California. The California Welcome Center is a resource for visitors in the planning stage and when they are here. SCWA's goal is to bring visitors to the region. It is up to the local marketing entities, chambers, and local businesses to then get the visitation to come to their individual businesses. In future meetings all Board of Directors will need to provide input for marketing the SCWA region so staff can prepare budgets with board input.
2. Dave shares Tehama County pivoted their marketing strategy during COVID with an increase in digital marketing and social media.
3. Ryan asked about the Facebook posts he paid for as a marketing option. Lisa states she will circle back with Ryan on the posts and states that the Music Festival at Lakeview Terrace Resort was submitted to Visit California and was approved to be added to the Visit California event calendar. Laurie explains how we have posted to social media in the past. There is brief discussion about the new UpStateCA Marketing/Membership bundles.

#### **6. Questions/Comments : 3-minute county share time/board member updates**

a. Matt – Shasta Lake had a strong start to the year with Memorial Day weekend. July 4<sup>th</sup> was a good weekend, but houseboats and smaller boats were not all rented. After July

4<sup>th</sup> the business slow down began but caverns tours were still busy. Labor Day weekend 2700 people visited the caverns. In Matt's research air travel is up 30%, car 32%, and lodging occupancy 53% compared to 2020. Caverns tours are a low price point attraction versus houseboat rentals, so business remained good. The San Francisco market is visiting the caverns. Visitation from OR and WA down. East Indian visitation is up. Media is killing visitation to the area with heat and fire coverage, and the second surge of Covid being reported. As a community we need to continue to educate guests on the vast area of the SC region. The Shasta Lake level is 20' higher this year than last year. Matt shares marketing pivoting being done at the caverns with online ticket process changes.

- b. Ed shares Laurie's predecessor when retired from SCWA went to work for the destination marketing organization that promotes Yosemite. His observation was how the entire community was behind tourism in the Yosemite area. People don't know of all the waterfalls, trails etc. in the SC area. Ed shared he approached Best Western Corporate about having meetings in Redding rather than just San Francisco and Los Angeles. Ed shared that 99% of the Best Western Hilltop business drives versus flying into Redding.
- c. Matt – Discusses the benefits of a flight from Denver to Redding with there being similar activities in CO and the SC region. Ed shared he heard the airlift could be from Salt Lake instead of Denver.
- d. Dave – A Tehama County promotional video was done by the chamber and has been great exposure for the Red Bluff area with personal/local testimonial. Red Bluff received \$3M for park and boat ramp upgrades. Tehama County received \$2M for Covid affects to help small businesses.
- e. Kelly – The Lassen County Car Show, Pow Wow, Blue Grass Festival, faire, and rodeo were successful events. The Bizz Johnson Marathon Boston Qualifier brought 400 visitors from out of the area. Susanville's symphony concert series starts this weekend. There is funding for a 6-8 car charging station to be installed.

8. Adjournment at 11:25am by Dave. Ed Motion. Matt seconds.