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**Board of Directors Meeting Minutes**

May 12, 2022 2:00 pm

Via Zoom Video Conference & 753 S. Main St., Angels Camp, CA

The meeting was called to order at 2:06 PM by Sandra Hess. This meeting was held via Zoom Video Conferencing and in-person at the Angels Camp Museum.

Board Members Present: Sandra Hess, Mark Silverstone, Kathy Collins,

Absent Members: Linn Pillsbury, Mary Jane Genochio, Kathy Gallino, Mark Silverstone, Jeremy Leonard, Betsy Uttley, Bill Babis, Susan Weatherby, Sarah Lundsford

Advisors Present: Matthew Kelly

CVB Staff Present: Martin Huberty, Jessica Johnson

1. Approval of May Board & Special Meeting Minutes: No vote due to no quorum. Tabled for next meeting.

2. Approval of May P&L Financial Report: No vote due to no quorum. Tabled for next meeting.

3. Review of Domo Madden Website Report, Marketing and Social Media Reports from Hook, Line, & Thinker for April: Madden report shows the Calendar of Events is number one place visitors check. Facebook isn’t doing well, however Instagram numbers are up especially due to the recent influencer, Ava Kessler visiting the beginning of May. She also posted a TikTok video.

4. **NEW BUSINESS:**

A) Jumping Frog Jubilee & Steve Collum Display Vineyard – The CVB will be present at the Fair Thursday through Sunday at the Becky Thatcher building from 9:00 AM to 4:00 PM selling Big Nels Tshirts and County Tshirts. There will be items to promote the Museum as well. The CVB voted to donate $1,000 to the Calaveras Winegrape Alliance towards the sign for the Steve Collum Display Vineyard. The sign has been installed in time for the Fair next week.

B) The CVB Board still needs four more board members for the FY 2022/2023. Bill Babis has taken another position located in Michigan. Martin asked if the board would think of possible board members, hopefully within the Lodging industry and Copperopolis area. Two members should be appointees from the City and the County according to CVB bylaws.

C) Martin and Jessica have created a preliminary budget for FY 2022/2023 that Martin will send out to board members for review before the June 2022 meeting. A museum budget will also be included. Martin requested that board members please try to make the meeting so that the budget can be in place for next fiscal year. Martin requested the CVB board consider how to use the additional funds that the CVB saved during the COVID shutdowns. He suggested that at least $30K be put into the savings account bringing it to $100K balance.

D) Yosemite Magazine – Martin met with the representative of Yosemite Magazine to continue with the current advertisement that shows Preethi at Big Trees. Martin will forward the digital ad to the board in email.

E) July 2022 Board Meeting – Martin requested the board meeting be scheduled to July 21st since he will be out of town.

5. **OLD BUSINESS:**

A) BATS – The Bay Area Travel Show is scheduled for the same weekend as the Frog Jump. This show is a make up for ones missed during COVID and was paid for a while ago. Unfortunately, CVB cannot send anyone this weekend, but Amador County said they will try to promote Calaveras at the show.

B) Travel Writers with Hook, Line, & Thinker Recap – The fam tour with the travel writers went well. Two stories have been put out and done very well. Martin will forward links to the stories to the board.

C) Frogs For All Seasons – Finishing up the contest on May 13th to determine the winners. The winners will be blown up and showcased at the Frog Jump. One winner from each category will receive $100.

D) HSVC Visitors – HSVC influencers are coming in for Frog Jump as well as Michael and Molly from Hook, Line, & Thinker. Laurie from NPR will also be at the Fair and will be doing interviews for NPR.

E) Spring Wine Weekend – The event was a huge success. Sandra thinks there were 800 – 900 visitors and hopes to bring in up to 1000 next year. The feeling of the event was upbeat and relaxed with engaged visitors wanting to learn about wine and the area.

F) Murphys CVB/CWA Office – The Murphys Information Center is seeing an uptick in visitors looking for information not only about wine, but also other things to do around the county. The CVB visitors in April were 1083 and Murphys office were 197.

G) Museum Update – The Frog Jump Exhibit had the grand opening at the museum on April 30th. The event was well-attended. The Clampers will be at the museum again on May 18th with 75 people at 11:00. The museum has a Calaveras Community Foundation grant for $10K for the new ACVFD History exhibit.

H) Martin will be meeting with Rebecca Callen again on June 7th to go over the Museum’s FY2021/2022 report and the upcoming FY 2022/2023.

I) The last of the Visit California visitors will be coming in May 13th and 14th, staying at the Gateway Hotel in Copperopolis and having dinner at Verona 18, previously called Vine 18.

6. **Board Member Updates:**

**Kathy Collins:** Kathy visited Greenhorn Creek to see the upgrades taking place on Selkirk Ranch. LLD (Landscaping and Lighting District) for Greenhorn Creek homeowners installed split rail fencing around Selkirk Ranch house. They are expanding the hiking trails where there are Indian and gold miner artifacts.

**Mark Silverstone:** The first 2nd Thursday Industry Night get together is at the Murphys Information Center May 12th at 5:00 to share a bottle of wine and bites to eat. This event is scheduled to happen the second Thursday of each month for people in the Calaveras wine industry. The CWA will be pouring award winning Calaveras wines at the Wine Pavilion at the Calaveras County Fair from 12-8 each day of the fair. June 2nd is the next Industry Vineyard Tour BBQ that will include three specific vineyards – Dalton, Angels Loft, and Val Du Vino. June 17th is the Copperopolis Wine and Food Walk. Get tickets early because they do sell out.

**Sandra Hess:** The Steve Collum Demo Vineyard signs have been installed on 5/11/2022. There are two surveys out right now for the Spring Wine Weekend – one for consumers and one for CWA members. So far, the responses have been extremely positive. In a few weeks, CWA will be promoting winegrape sales

**Matthew Kelly:** The first hurdle has been cleared towards allowing fireworks at the lake this year. Management has tentatively approved the permit as long as the county stays in low transmission for COVID. If cases rise, approval will have to be revoked.

Meeting adjourned at 2:36 pm. Next meeting scheduled for June 9, 2022 via Zoom Video Conferencing and at 753 South Main Street, Angels Camp, CA.