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**Board of Directors Meeting Minutes**

January 12, 2023

Via Zoom Video Conference 8:30 am

The meeting was called to order at 8:35 AM by Sandra Hess. This meeting was held via Zoom Video Conferencing only.

Board Members Present: Sandra Beals (prev. Hess), Kathy Collins, Susan Weatherby, Mark Silverstone, Rebecca Callen

Absent Members: Jeremy Leonard, Kathryn Gallino, Gina Wisecarver, Morgan Gace, Amber Sprock

CVB Staff Present: Martin Huberty, Jessica Johnson – Jessica left meeting at 9:30 AM to attend Yosemite Gateway Partners meeting. All minutes were taken by Jessica. Board member updates were recorded on Zoom and transcribed by Jessica the following day.

Advisors Present: Aaron James

1. **Approval of December 2022 minutes:** Susan Weather motioned to approve as is. Kathy Collins second. All approved. None Opposed. None abstained.
2. **Approval of December 2022 financial reports:** Kathy Collins motioned to approve as is. Mark Silverstone second.All approved. None Opposed. None abstained.
3. **Domo Madden Media Website Report:**  Martin is changing who Madden Media markets to. Reaching out to algorithm of people who have visited the website but not Calaveras County. Murphys Information Center had 2,381 walk-ins for 2022, the first full year of being open as a full-fledged Visitors Center. Martin will be making it a priority to increase signage at the Murphys Info Center as well as start a small gift shop to include Calaveras souvenirs for visitors. The CVB in Angels Camp had 583 walk-ins for December 2022 and just over 200 phone calls. The #1 clicks on the CVB website for December were people looking for Things to Do in Angels Camp and Arnold. Click-thru rate is doing very well. The summer is the most traffic the website gets, peak in July, slow down, then picks up again in March. The best report Madden can give is who is looking at the site. Placer AI will show how many are coming to Calaveras and where people are going within the county. Social media posts will continue to focus on visitors coming into the county. An idea is for film short videos of business owners to put on social media. Martin took World Pro Ski Tour posters, Frogs For All Seasons calendars, and a 2023 Visitors Guide to businesses throughout Arnold. Bronte and Jessica took the same items to businesses in downtown Murphys, Angels Camp, and Valley Springs.
4. **New Business:**

**A. Placer AI:** The CVB board can sign up to attend the training on Placer AI. Kathy G., Rebecca C., Sandra H., Morgan G., and Jessica J. are signed up to attend a preliminary walk-through on the 18th. Martin will include anyone else who would like to attend. Martin’s goal is to have it up and running before February to track numbers of people and places they go when coming up for the World Pro Ski Tour.

**B. World Pro Ski Tour:** The World Pro Ski Tour is being held in Bear Valley and the only California stop for 2023. A VIP area and booth sponsored by the CWA and CVB will be on the sundeck at the resort. Three to four vintners will take a morning shift or an afternoon shift. Sandra will rotate 16 wineries from the Gold Rush Wine Region through the VIP space. There will be a Guess How Many Wine Corks game to capture names and email addresses and the winner will win two Spring Wine Weekend tickets. There will be live music and goodie bags for VIPs. The CVB will also be manning a CVB info booth to hand out guides and invite people to visit other areas of Calaveras County. The CVB will be ramping up the marketing of the event online and social media. It would be great if board members wanted to man the CVB welcome booth for a few hours a day. Contact Jessica or Martin if any board member would like to work in the booth. Bear Valley and Martin will double check with Calaveras Connect to see if shuttle service to the resort could be available those days. The CVB is also promoting the WPST through NPR radio spots.

**C. Back to Nature Campaign:** Back to Nature is the theme for the 2024 Calaveras Calendar. Purpose of this year’s contest is to create content for not only the calendar, but also the website and social media. The calendar is also a way for the CVB to have organizations get their event information to the CVB to put on the website COE and in the printed calendar. Photos/art will represent each season. Martin would like to have this calendar available in the gift shop by November/December.

**D. Mountain Bike – Influencers in the Spring Photo Shoot Out:** Hook Line and Thinker is working to bring professional photographers to the county in the spring. The CVB will hold a photo “shoot-out” to get professional grade photo content to help build the CVB’s photo library. Sandra suggested they be invited for Spring Wine Weekend. Aaron requested a list of photographers when Martin has the names available. Martin will give the photographers a list of places he’d like photos of, then it would be a scavenger hunt of sorts for the photographers to find the places and bring in photos of what they found and were interested in photographing. Martin would really like to get some action shots of mountain biking. Mark S. said there is a summer adventure map at Bear Valley Mountain Biking, but it is being redesigned to include the trails that have been added.

**E. Social Media Goals for 2023: See above**

**F. Out and About with Guides and Calendars:** Martin visited businesses in Arnold to hand out the 2023 Visitors Guides and calendars, check in with businesses to see how they’re doing and how the CVB can help promote their events, and discuss the World Pro Ski Tour in Bear Valley in February. Jessica and Bronte did the same with the businesses in downtown Murphys and Angels Camp and Valley Springs.

**G. Cassie & Richter Entertainment – Grape Stomp:** Martin and Cassie met to discuss marketing a 3-day event for the Calaveras Grape Stomp’s 30th anniversary. The traditional grape stomp and street faire would still be held on Saturday in downtown Murphys. Sunday is being imagined at the Calaveras Fairgrounds with music, wine pavilion, junior grape stomp, etc.

**H. Nola – update and card:** Longtime employee Nola Rasberry fell ill at Christmas time and has been unable to return to work for now. It is unclear at this time when or if she will be able to return to work. Until then, the rest of the staff is filling in to cover the days she worked. Martin said if anyone from the CVB board would like to get a card to Nola, drop it by the CVB office, and we will make sure it gets to her.

1. **Old Business**
2. **Museum Update:** The CVB hired Sierra Stange at the museum to work with Bronte to develop education programs, inventory, and catalog artifacts, and take care of other miscellaneous museum needs. Martin requested the City of Angels Camp and the Angels Camp Museum Foundation create a Memorandum of Understanding (MOU) to clarify roles and responsibilities for the Foundation and the City of Angels Camp.
3. **Wayfaring Signs:** Cal Trans is just about finished with developing the new way finding signs for the county. The public will get one more pass through to make comments regarding the design and placement of the signs before the design is finalized and send to production.
4. **Daniel Tallent – tour of downtown and history signs:** Daniel Tallent has met with the City of Angels Camp to come up with “what-if” designs of what downtown Angels Camp could look like. Daniel and Martin will be meeting next week to discuss next steps to redesigning the Calaveras Visitors Guide for 2024.
5. **Board Members Updates**

**Sandra Beals:** CWA will be hosting a hospitality and wine service training on January 19th at Ironstone from 130 to 330. The CWA has started a volunteer campaign inviting people who would like to help with the annual events throughout the year. Marketing focus for 2023 is Create New Memories. The top key phrase searched in 2022 was “wordle”, so keep in mind the trends and possible reach young visitors with web-based games.

**Mark Silverstone:** Bear Valley is great with lots and lots of snow. Right now, everything is operationally challenging. Downhill skiing has been closed for the last three days for storm recovery and avalanche mitigation. Lots of power outages the last few days.

**Susan Weatherby:** The Chamber is looking for participants for the Leadership Calaveras program. The Chamber is hosting a mixer at 4:30 on Thursday, January 19th at 4th Wall showing of The Great Gatsby. Still waiting on delivery of the Calaveras-opoly game. Martin would like to have some to sell at the CVB gift shop. Susan will plan a kickoff party closer to the arrival of the games for people to pick up the games they’ve already purchased. Thursday, January 19th at noon is a Lunch and Learn where the SBDC is hosting a class to teach small businesses about development and/or building their websites.

**Kathy Collins:** Not much is happening in the real estate and Airbnb worlds. Things are slow right now. February and March pick up a bit and summer bookings are coming in the Airbnb.

**Rebecca Callen:** The City of Angels Camp is working with the SBA for businesses and residents whose properties experienced storm damage. The county and city declared an emergency to begin the process of receiving funding from the federal government. Rebecca encouraged property owners to report damages as they happen and supplement with photos as much as possible. Property owners can use the county or city website to report damages because all of the information is shared and will be reported to the Feds. There is an area on the city website where property owners can report damages. Rebecca got the federal advisory committee that focuses on economic recovery in touch with Susan Weatherby to communicate with businesses in Calaveras County. Rebecca is excited about the fundraising ideas for the CVB and Angels Camp Museum Foundation are collaborating. Rebecca got information from Daniel Tallent, graphic artist working on designs for downtown business windows, and Chris Cagliaro who prints the roughs of Daniel’s designs. The prints that will hang in the businesses will be opaque for safety purposes. Once all the information is gathered, Rebecca will take to City Council to vote on funding the project. If the city funds it, the next step is to get permission from businesses to “wrap” their windows. Rebecca also spoke to Robert Gosse and Debbie Ponte regarding the signs for the historic buildings in downtown Angels Camp. Anne Forest started the project and gathered the information many years ago, and ACBA acquired the materials right before the pandemic. Permission to install the signs needs to be received from the building owners. Robert will do the engraving of the signs.

**Aaron James:** USFS visitation has slowed down since the big Christmas rush. At the Hathaway Pines office there were 2400 visitors and 3000 callers. The Alpine office had 1400 visitors and 300 calls. The Alpine office is open only on the weekends from June to October. Grooming of Highway 4 and snowmobile trails continue as weather permits. Evan has newly come aboard USFS to focus on non-motorized trails for dispersed recreation. USFS leadership has recognized the importance of these trails and there is a high community interest. Aaron tabulated the zip codes from the campground payment envelopes and created a spreadsheet detailing where people came from. He will send the report to Martin. Currently, it’s a slow season and as the roads become more passable, the forest will see an uptick of users at the snow parks.

**Adjourned at :**

Meeting adjourned at 9:56 AM. Next meeting will be February 9, 2023, 8:30 AM at 753 South Main Street, Angels Camp, CA 95222 or via Zoom Video Conference.