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**Board of Directors Meeting Minutes**

March 9, 2023

Via Zoom Video Conference 8:42 am

The meeting was called to order at 8:42 AM by Morgan Gace.

Board Members Present: Sandra Beals, Susan Weatherby, Rebecca Callen, Amber Sprock, Morgan Gace, Sarah Lundsford, Jeremy Leonard

Absent Members: Kathy Gallino, Kathy Collins, Mark Silverstone, Gina Wisecarver

CVB Staff Present: Martin Huberty, Jessica Johnson

Advisors Present: Aaron James

1. **Approval of February 2023 minutes:** Rebecca C. motioned to approve with correction removing “*This meeting was held via Zoom Video conferencing only”*. Susan W. second. All approved. None Opposed. None abstained.
2. **Approval of January & February 2023 financial reports:** Rebecca C. motioned to approve the financial reports. Jeremy L. seconded. All approved. None Opposed. None abstained.
3. **Domo Madden Media Website Report:**  Received 55K new \_\_\_\_\_\_\_\_\_\_ with new ad campaign. Things to Do in Murphys and Angels Camp were the number one Google searches for Calaveras. Social Media Report – 32 stories written and published from travel writers. Spring Photo Shoot Out is slated for May during Frog Jump. 5 professional photographers will be staying at the Black Bear Inn. CVB has requested shots of different areas of Calaveras and of the Calaveras County Fair. Each photographer will submit 20 photos for use and ownership by the CVB. Facebook and Instagram impressions, reach, and engagements are all up in February especially because of the Back to Nature photo campaign. The visitors center was down in February for visitors and phone calls, and website views were down by 1,000. Poor weather conditions and the negative coverage of weather conditions on social media could account for the drop in visitation to the county. Sandra suggested posting videos of the cleaned up areas to show safe conditions that are ready for visitors. There were 404 visitors to the CVB and 97 phone calls in February. Placer AI numbers compared to our numbers are spot on which shows that the data received from Placer AI is accurate in regard to the number of visitors and their demographics. Placer AI is tracking major businesses in Calaveras now, and smaller businesses are being added. The best way to get a business added is to submit it directly to Placer AI.
4. **New Business:**
5. **Outlook Forum:** Martin attended the Outlook Forum – the Visit California conference in Sacramento for trends in travel and tourism. Martin suggested more board members attend next year to get a great idea of tourism trends. Visit Tuolumne brought four staff members to the conference. There were 600-700 people that attended the conference from the travel industry around the world. Visit California rep from Europe said the UK added 200,000 airline seats to fly to California. Martin is very happy the CVB placed an ad in the National Geographic UK magazine that comes out this month. Travel trends show Web3 and Block Chain will be the future of travel. Target audiences with disposable income that are traveling are Baby Boomers and Gen Z, ages 40+. Best way to reach this demographic is through Facebook. CVB is currently focused on social media outreach via Facebook and Instagram. China and India have 700 million middle class residents with disposable income looking to travel to the United States.
6. **CVB Presentation for the City and County:** The CVB will be making a presentation to the Calaveras Board of Supervisors and the Angels Camp City Council in April. This annual report briefs government leaders on how the CVB markets the county for tourism and why having an appointed destination marketing organization is important for city and county businesses and tax base. The last ROI study done by a reputable firm from Lake Tahoe in 2017-2018 showed that for every dollar given to the CVB to market tourism, businesses saw $54 return on that investment. The presentations to both the city and county will be done by a CVB board member TBD at a later date and CVB staff member, Jessica Johnson. Martin hoped the CVB board would be able to attend the BOS meeting when the presentation is given in April.
7. **Proactive Approach:** Martin wanted to reaffirm to the CVB board that his focus is for the CVB to continue to promote tourism for the county with a positive and proactive approach. CVB believes organizations/businesses planning community events need to follow county and city policies, have and share emergency and evacuation plans, and make positive contributions back into the communities where the events occur. Martin plans to continue showcasing Calaveras’ family-friendly, inclusive, and diverse character. Rebecca C. suggested creating a grant application process for funding from the CVB for different organizations. Martin and Jessica will investigate how to set up the grant application, requirements, guidelines, etc. and report back to the board in April.
8. **Set Marketing Meeting:** At the next marketing meeting, Martin wants to review the presentation that the CVB will be making to the board. The marketing committee should meet the last week of March. Martin will determine a date and get back to the committee about time and place.
9. **CCAR Visit:** Martin invited Jesse from the Calaveras County Association of Realtors to speak at the next CVB meeting in April.
10. **New Board Member – Lodging:** Martin reached out to Mike McPoland from Murphys Suites to ask if he could serve on the CVB board to represent the lodging industry. Mike is unable to serve at this time and thanked everyone for thinking of him. Sandra suggested Anna Gutierrez from Murphys Vacation Rentals, and Jessica will reach out to Anna about serving on the CVB board. Sandra suggested that possibly Tricia Slavik be considered for the CVB board to be the Bear Valley representative since she is the marketing director for the Bear Valley Resort. Martin will discuss it further with Tricia at the CVB board’s direction.
11. **Murphys Irish Day Parade:** The CVB will participate in the Irish Day parade. Martin needs volunteers to walk in leprechaun suits. Linn and Jessica will be working at the Visitors Center in Murphys. Gail and Jessica are also volunteering at the road closure at Big Trees and Main streets.
12. **Frog Jump – Manning the Gate:** The CVB staff will be at the front gate this year for the Calaveras County Fair to greet and welcome visitors. Martin would like members of the board to volunteer to work a shift at the booth, if possible. Martin has also asked the Angels Camp Museum Foundation to volunteer as well. The CVB is a major sponsor of the Frog Jump this year as well as Irish Day.
13. **Old Business**
14. **Placer AI:** Martin again asked the board to train on the Placer AI site.The information is very interesting showing where visitors are coming from, which parts of the county they are going to, and demographics of the people visiting.
15. **World Pro Ski Tour:** The event went very well; Sandra was able to reach out to several visitors and did a great job hosting the VIP tent.
16. **Back to Nature Campaign:** The WINTER aspect of the contest is completed, and participation was great. The winners will be announced within the next couple of weeks.
17. **Mountain Bike Blog:** The latest blog on the website detailed biking and mountain biking in Calaveras. This blog was a huge hit on social media with visitors and locals alike. Mountain biking is big right now, and Calaveras is a hot spot for bikers to visit.
18. **Tales of Calaveras:** The screening of the Tales of Calaveras film was very well attended even though the weather was very rainy. Approximately 250 people were in attendance, almost filling the Bret Harte Theatre. Martin has already been approached to do a second film which he is excited to start doing. He wants to focus on women of Calaveras and take Judith Marvin around the county to film her stories of the different places. The Calaveras Film Commission has money left in its budget to start the project. Having this project is a way to keep the Film Commission going. The Old Timers Museum is interested in funding the project as well.
19. **Daniel Tallent/2024 Calaveras Visitors Guide:** The next meeting with Daniel is Monday, March 13th. We are continuing with the “Calaveras Dreaming” theme of the magazine.
20. **City TOT Breakdown:** The City of Angels Camp explained the breakdown of the TOT to be: the City has budgeted $110,000 of TOT to go to the CVB. From the $110,000, $15,000 is held back for Economic Development and $7,000 is held back for the maintenance of the bathrooms at the Museum leaving a total of $88,000 per year going to the CVB. Each quarter the City will send the CVB a check for $22,000 for TOT.
21. **Museum Update:** The Clampers had to cancel their event on March 4th due to the rain.Martin is getting a structural engineer to look at the museum’s road sign that fell in the giant storm in January to sign off that the sign is structurally sound. Martin has invoices for storm damage to give the city for FEMA reimbursement. The city is submitting applications for Hazard Mitigation Grants, and Rebecca asked Martin to give her estimates for projects the museum needs like the drainage issue next to the Carriage House and the flooding issues in the lower level of the main building. CBTA has parked their brand new food trailer at the bottom of the museum property. They will be moving it back to Calaveras Big Trees in May after the snow melts where they will serve food during the summer months. During the fall and winter, the trailer will be stored at the museum. Jacob offered to serve food one day a week at the museum during the winter and split the proceeds between the two non-profit organizations – CBTA and ACMF. The City of Angels Camp and the ACMF are still discussing their MOU. Martin is requesting estimates from Gold Electric and Pioneer Electric to repair the lights in the Carriage House and Pole Barn. The museum has been approved for the CPPA grant written by Emily Dondero and will use the funding of the grant to repair the lights in the two buildings. Rutledge Security has given Martin an estimate of $10,000 to upgrade and increase the security cameras in and around the museum. The next exhibit in the works is the Foundry exhibit in the back of the Pole Barn, and the Sierra Railway exhibit is being dismantled and replaced with a general store/kitchen from the Gold Rush Era. Sierra Stange and Bronte Wilhelm, museum and CVB staff members, have taken the initiative to start doing a proper inventory of the museum’s artifacts so that the items can then be cataloged correctly.
22. **Wayfaring Signs:** Still being decided. Murphys residents do not want the Murphys Hotel on their sign. Martin feels arrows pointing the way to downtown Murphys would be the best way for people to identify where Murphys is located.
23. **Chamber Mixer:** The Chamber of Commercehad tocancel their mixer at the museum due to rain. Martin asked if Susan W. of the Chamber wanted to reschedule the mixer, however she declined for now.
24. **Board Members Updates**

**Sandra Beals:** CWA kicked off its first Next Gen/Gen Z community group at its meeting on March 8th. This community group is comprised of members of the hospitality industry and mentors to the up and coming people in the industry. The group is open to everyone, not just CWA members. Restaurants, tasing rooms, and a couple hotels were represented. CWA is taking on the Taste of Calaveras event that ACBA decided not to organize any longer. Save the Date of June 1st for the next Taste of Calaveras event to be held at Ironstone. Sandra would like to rebrand with the Chamber and CVB to create a ‘restaurant week’ event in Calaveras and wine and food walk in Copperopolis. Spring Wine Weekend is April 22nd and 23rd and has sold over 400 tickets so far. Sandra expects to sell 800 – 1000 tickets this year. Martin would like the CWA, CVB, and GRTC to meet with the GCVA in Elk Grove in April.

**Mark Silverstone:**  Not present

**Susan Weatherby:** The Chamber held its first Leadership Calaveras program with 50 attendees and a good team building project. Good Morning Calaveras was well attended, and the next one will be in May at the Mark Twain Center. Calaverasopoly is out for sale. April 1st is the Annual Dinner at Frogtown. Downtown Mokelumne Hill has been given a loud speaker system from the Lions club for parades and events.

**Kathy Collins:** Not present

**Morgan Gace:** Gold Rush Tour Co. is booked for shuttles to Murphys Irish Day and 20 people from Sonora Inn, Worldmark, and Angels Camp RV Park. The bad weather has put a damper on business. Morgan accepted a position with Dignity Health, but will be keeping the GRTC business as they are picking up more weddings. GRTC also attended The Vow Bridal Fair February 18th.

**Amber Sprock:** Jacob Cole’s food trailer is going to be at the park probably Friday, Saturday, and Sunday serving breakfast and lunch. This will help keep people in the park so they don’t have to leave to get food. Big Trees State Park has been closed the last couple of days because of the tremendous amount of snow. Amber anticipates the park reopening shortly, but with very limited parking. It’s been a slow February probably because of the storms.

**Rebecca Callen:** The City is meeting with the CCC cres in San Joaquin Office of Education to do the demolition of the Utica Park expansion project. They will remove trees that were damaged in the storm and other debris. The City awarded the play structure contract to SPEC and the actual design of the park was awarded to a local construction company out of Tuolumne, Boyer Construction. The play structure will be designed to fit the personality and character of Angels Camp and incorporate the natural, rural setting of the area. Discovery and site plan should be completed by early May. The City also received a grant to build ADA compliant bathrooms via a “pre-fab” option which are very nice and less expensive. The city is working with Cal Trans to identify the next segment of sidewalk projects which will eventually be from one end of town to the other. Also, correcting and improving light poles in the city, upgrading downtown lighting to give more light and visibility, and improved the crosswalk situations in downtown. CalTrans adopted a “Zero Fatalities” policy for California crosswalks, so the improvements to the city’s crosswalks fall under that prevue. Rebecca will be attending a debriefing meeting with CalTrans regarding the 4 and 49 improvements meeting. Again, this project is taking into consideration the personality of Angels Camp and the surrounding natural beauty when creating the design improvements.

**Kathy Gallino:** Not present

**Aaron James:** CalTrans is busy clearing roads and sno-parks as fast as safely possible. Aaron asks everyone to pass on to visitors to travel safe if travel is necessary during the storms.

**Sarah Lundsford:** Love Your Pet contest finished and had 40 entrants. Animal Shelter will be using videos to promote pet adoption and care at Irish Day in Murphys as well as volunteer drive. CCTV continues to have Senior Center tech classes.

**Martin Huberty:** Calaveras’ ad is featured on the first inside page of Sac Town magazine which has over 100,000 subscribers with an annual median income of $110,000. Martin and Grant designed new panels to be hung at the Murphys Visitors Center before Irish Day. The panels describe the history of Murphys. Martin asked the CVB board to move $2,500 from the budgeted line item for SF Chronicle to Signage to pay for these panels. Sandra B. motioned to move the funds. Susan W. seconded. All were in favor. None opposed. None abstained. Martin is going to create QR codes to be added at a later date.

**Jeremy Leonard:**  Whiskey Slide Land Services has contracted with Cal Fire grant that provides wood chipping and clearance of limbs and low brush from homeowners’ property to free. The service is for residential only – no commercial services available through this grant at this time.

**Gina Wisecarver:** Not present.

**Meeting adjourned :** Meeting adjourned at 10:46 AM. Next meeting will be April 13, 2023, 8:30 AM at 753 South Main Street, Angels Camp, CA 95222 or via Zoom Video Conference.