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**Board of Directors Meeting Minutes**

December 8, 2022 8:30 am

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

The meeting was called to order at 8:32 AM by Morgan Gace. This meeting was held via Zoom Video Conferencing and at 753 S. Main St., Angels Camp, CA 95222

**Board Members Present:** Sarah Lunsford, Mark Silverstone, Sandra Hess, Morgan Gace, Susan Weatherby, Jeremy Leonard, Amber Sprock, Kathy Collins

**Absent Members:** Kathy Gallino, Gina Wisecarver, Rebecca Callen

**Advisors Present:** Aaron James

**CVB Staff Present:** Martin Huberty, Jessica Johnson

1. **Approval of November Board Meeting Minutes:** Jeremy L. motioned to approve the minutes. Sandra H. second. All were in favor. None opposed. With the correction of the misspelling in Morgan Gace’s update from the word “pain” to the word “paint”.

2. **Approval of November Financial Report:** Kathy C. motioned to approve the financial reports. Jeremy L. second. All were in favor. None opposed. Martin and Jessica reviewed the FY 2022/2023 budget and made requests of the board to move and create line items. Martin and CVB board decided not to attend the Bay Area Travel Show because Martin and other GCVA counties no longer see the benefits or ROI from attending. Suggestion: Move $3,000 from Bay Area Trade Show to Print Ads; Move $7,500 from Ironstone Concert Ads to Print Ads; Move $2,500 from SF Chronicle to Print Ads. Sandra Hess recommended the CVB board keep the designated line item for SF Chronicle to make sure to keep it available for that target audience. Sandra Hess motioned to move $3,000 from Bay Area Trade Show to Print Ads and create new line items for Local Getaways and National Geographic UK under Print Ads. Kathy Collins second. All in favor. None opposed. None abstained. Kathy Collins motioned to move $7,500 from Ironstone Concert Ads to cover the new line items. Susan Weatherby seconded. All were in favor. None opposed. None abstained. New line items will be as follows: Local Getaways- $6500 and National Geographic UK - $3500.

Sandra H. asked about why TOT from the City of Angels Camp was only $3,367.84. Martin explained that was a TOT payment from Quarter 4 FY 21/22 (Apr-Jun 2022). TOT for Quarter 1 FY 22/23 (Jul-Sep 2022) is still due.

3. **Review of Domo Madden Website Report, Marketing and Social Media Reports from Hook, Line, & Thinker for September:** The number one search in November was Things to Do in Arnold, number two was Things to Do in Murphys, and number three was Calaveras Big Trees. The Visitors Center saw 781 guests and took 80 phone calls. The Saturday after Thanksgiving was a record day with 65 guests and nearly $1,000 in gift shop sales and admissions.

4. **NEW BUSINESS:**

1. **Placer AI:** Placer AI contract is signed and it’s a great marketing tool for the CVB, the county, and the City of Angels Camp. Kathy G. and Rebecca C. like the program very much. The start date is December 31st for 12 months. Three trainings need to happen in January, and Martin would like the CVB board to be a part of the training.
2. **Promotions – World Pro – Fair – Grape Stomp:** Grant A. and Martin H. created and installed new signs at the Bear Valley Resort to promote the World Pro Ski Tour. Since the CVB has $26,000 designated for Calaveras Event Promotions, he would like the CVB to sponsor the World Pro Ski Tour. CWA is also sponsoring the event – the two organizations can collaborate to create a VIP meetup tent and get good exposure on major networks in broadcasting the event. The Calaveras County Fair is looking for sponsors, and Martin feels it is very important for the CVB to sponsor this event. He would like the CVB to take the front gate spot to welcome visitors, hand out visitors guides, provide Calaveras merchandise for sale. Last, Martin feels the CVB should sponsor the Calaveras Grape Stomp in October. There is a possibility this year being the 30th anniversary of the Grape Stomp to create at 3-day event to include a Sunday event at the Fairgrounds. If this were to happen, Martin would hire an event planning company to come in to create the event. Martin suggested creating a Wine History museum at the Wine Pavilion at the Fairgrounds. Kathy C. motioned for 2023 sponsorships be $2,500 for the Calaveras County Fair, $5,000 for the Bear Valley World Pro Ski Tour, and up to $15,000 for the Calaveras Grape Stomp, but the final amount to be determined later. Susan Weatherby seconded the motion. All were in favor. None opposed. None abstained.
3. **Back to Nature:** The next campaign for 2023 is Back to Nature to create the 2024 calendar. Participants will be encouraged to submit photos or artwork of natural places in Calaveras county.
4. **Calendar:** The new FFAS 2023 Calendar is at the museum. Martin gave each of the board members a calendar and has distributed them to businesses throughout the county. Grant A. created the calendar from art submitted for the Frogs For All Seasons art contests throughout 2022.
5. **Updated video for website:**  Martin updated the intro video on the website. Video will also be used at the 2023 Ironstone Concerts. He added more videos of events and activities from around the county, removed masks, and added the animated frog at the beginning of the video.
6. **Medial Shoot Out - Content:**  Martin and HLT will be coordinating a media shoot out in the spring to invite professional photographers to the area to build up new photo content. CVB needs new and updated photos of the county, and this is one way to get professional-grade content.
7. **Influencers in the Spring:** Martin wants to host travel influencers in the spring. As he and HLT develop what that will look like, Martin will update the board. If the board has ideas, please let Martin know.

1. **Goals for 2023:** At the January 2023 meeting, Martin would like to review the board’s goals for the coming year.
2. **Meeting with HLT:** Martin, Sandra H., and Morgan G. will be meeting with HLT to ramp up Calaveras’ online social media.
3. **Big Trees – Jacob Cole – Food Booth:** CBTA has purchased a food trailer that they will be using in the summer to offer food at Big Trees Park. In the winter, Jacob is looking for a place to store the food trailer and asked Martin if the museum would have a place for it. Martin would like to utilize the food trailer for special events at the museum, i.e. Soup and Sandwich Saturdays, etc. Jacob would fun the food trailer. CBTA and the Angels Camp Museum would figure how to divide profits.

6. **OLD BUSINESS:**

1. **Museum Update:** Joe Olivera is now the president of the Angels Camp Museum Foundation board. Debbie Ponte, Jamie Schott, and Chloe Shufeldt from the Old Timer’s Museum are now board members on the Foundation. Sixteen homeschool households attended the December lecture series of Native American stories. The Firehouse exhibit just needs the plexiglass from Banks Glass. Calaveras Tales video is in editing stages. Amy and Suzie created a” Beauty is Pain” exhibit from donated items from the old downtown Angels Camp salon “Peter Pam”. Sierra Stange (half owner of Vino Metate) has been hired to work with Bronte and Chuck to help with museum projects, education, children’s programs, archiving, etc.
2. **CVB 2023 Guides:** We are down to two boxes of the 2022 Visitors Guides. We have the new Yosemite magazines for 2023 available. The 2023 Calaveras Visitors Guides should be at the museum by the end of December. Nola tracked where boxes of guides went to throughout 2022. Wyndham takes almost half of the boxes of guides to give to their guests. Martin feels Wyndham should contribute more in advertising to help fund the guide. Sandra H. will reach out to realtors and Airbnb for advertising opportunities as well as creating welcome packages. Kathy C. will try to collaborate with the realtors association.
3. **Wayfaring Signs:** Cal Trans is giving the county new way finding signs. More Visitors Bureau people need to attend the meetings to get the best signs that show the personality and character of Calaveras. Martin feels the Visitors Bureau will have important input for simplicity and cohesion of the signs to best direct visitors.
4. **Daniel Tallent – Tour of Downtown and History Signs:** Daniel is a graphic designer in Copperopolis who made the animated frog that is now on the new CVB video. He has also done work for the City of Angels Camp and Copperopolis Community Center. Rebecca wants him to create graphics for windows in downtown Angels Camp. He will also hopefully help with the plaques for the historical buildings and the walking history tour. The goal for the city and the CVB is to get the plaque project completed in 2023. The next step is getting approvals and permission from the building owners. The materials to produce the plaques has all been purchased and received.

7. **BOARD MEMBER UPDATES:**

**Martin Huberty:** Tuolumne County BOS is meeting to battle for Visit Tuolumne TOT. The current budget is $1.7 million, and the BOS is looking to bring it down to $500K. Madden Media is going to review Calaveras’ “key words”. Martin will be adding “wine tours”. Can the board review for any key words they feel are missing and need to be included. The CVB’s Policies and Procedures manual needs to be updated to include operations of the Angels Camp Museum.

**Kathy Collins:** The Airbnb was vacant all of November and only one reservation for December which is a lot different than in the past.

**Sandra Hess:** The Bubbles n Bites Blind Tasting at Murphys Hotel in honor of Steve Collum is sold out for December 8th. Save the Date – Hospitality Service Training at Ironstone for anyone in customer service, restaurant, bar, hotel, etc. industries. 130 pm to 330 pm. Free to CWA members and $20 for non-members. CWA has their Annual Events updated for 2023 online. The CWA is excited to have Mark Silverstone back as the Events and Education Manager.

**Sarah Lunsford:** CCTV is training community producers with a $50K grant with Manzanita Press. In the beginning of January, gearing up for the “Love Your Pet” contest as well as the Content Creator Club for youth/school age kids.

**Mark Silverstone:** The season is off to a great winter with all the snowstorms that have come through. Conditions for skiing are great. Cross-country skiing is open 7 days a week along with the Meadow Café. Downhill ski opens December 17th. This weekend the expected snow is +/- 4 feet.

**Kathy Gallino:** Not Present

**Morgan Gace:** Gold Rush Tour Company has nothing booked and it’s a little rough going for now. Deep discounts are being offered of $100 off custom tour or wine wagon – now only $99 through April. Gift certificates are available online. Wood project and paint classes are happening Tuesday and Friday.

**Susan Weatherby:**  Susan is the interim CEO of the Calaveras Chamber of Commerce. Leadership program in February. Call the Chamber office for pre-sales of Calaveras-opoly or gift certificates if you want to give as a gift for Christmas. Games will arrive the end of January. January 19th is the next Chamber mixer at 4th Wall at The Metropolitan. They will be performing The Great Gatsby. The Chamber is hosting a Lunch & Learn about creating website content sponsored by the SBCD.

**Amber Sprock:** Not much has changed at the park. The trail is still closed due to the fire near the Giant Sequoia. The tree is expected to live as they are very fire resistant. There is snow on the ground and more expected.

**Jeremy Leonard:** Whiskey Slide won the bid to produce the Destruction Derby at the Calaveras County Fair. Local businesses can sponsor a car for only $100 and have their name announced throughout the derby.

**Aaron James:** Christmas tree permits are now available again for a $2.50 processing fee. The sno-parks are open. Snowmobile trails have changed so please refer people to the ranger station for the most up-to-date information. Highway 4 maps are available, and Aaron will send to everyone. All forest roads are closed for the season and grooming for main snowmobile trails.

**Rebecca Callen:** Not present

**Gina Wisecarver:** Not present

Meeting adjourned at 9:42 am. Next meeting scheduled for January 12, 2023, at 8:30 AM via Zoom Video Conferencing and at 753 South Main Street, Angels Camp, CA.