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**Board of Directors Meeting Minutes**

June 9, 2022 8:30 am

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

The meeting was called to order at 8:42 AM by Kathy Gallino. This meeting was held via Zoom Video Conferencing and in-person at the Angels Camp Museum.

Board Members Present: Kathy Gallino, Krissy Haderer, Sandra Hess, Mark Silverstone, Kathy Collins, Sarah Lunsford, Jeremy Leonard, Mary Jane Genochio, Betsy Uttley, Susan Weatherby

Absent Members: Linn Pillsbury, Bill Babis

Advisors Present: Matthew Kelly, Aaron James

CVB Staff Present: Martin Huberty, Jessica Johnson

1. Approval of April Board & Special Meeting Minutes and May Board Meeting Minutes: Kathy Collins motioned to approve the minutes. Jeremy Leonard second. All were in favor. None opposed. None abstained.

2. Approval of May P&L Financial Report: Susan Weatherby motioned to approve the May financial report. Jeremy Leonard second. All were in favor. None opposed. None abstained.

3. Review of Domo Madden Website Report, Marketing and Social Media Reports from Hook, Line, & Thinker for May: The CVB has a new rep at Madden Media who still needs to get an updated report to Martin. Facebook is up 16%, and Instagram is down 7%. The Facebook increase could be due to the Frogs For All Seasons Drawing Contest. The next FFAS campaign might be a frog cookie decorating and launching contest. The next meeting with Hook Line & Thinker will be Tuesday, June 14, 2022. Martin feels the CVB needs to start including TikTok in its social media outreach and will be discussing that further with HLT. Right now, the CVB and HLT are doing a great job hitting an older demographic that reads and would like to start reaching a younger demographic that watches more videos. He also wants to put the next big marketing focus on a younger group of writers/influencers on a hiking trip and have the Avery hotel as the “bunk house” for their stay.

4. **NEW BUSINESS:**

1. Board of Directors – Morgan Gace: Bill Babis has left Gateway Hotel for a position in Michigan and can no longer serve on the CVB board. Martin suggested Morgan Gace, and she has accepted, to step in as his replacement. Mary Jane Genochio motioned to appoint Morgan Gace to the CVB board. Sandra Hess second. All were in favor. None opposed. None abstained.
2. New Board Officers – Fiscal Year 2022/2023 Officers voted in as follows:

President – Morgan Gace Mary Jane Genochio motioned. Jeremy Leonard second.

VP – Susan Weatherby Kathy Collins motioned. Sandra Hess second.

Treasurer – Sarah Lunsford Kathy Collins motioned. Mary Jane Genochio second.

Secretary – Kathy Collins Kathy Gallino motioned. Susan Weatherby second.

All votes were in favor. None were opposed. None abstained.

The board will be looking at the bylaws to see if Kathy Gallino can stay on the board as the county appointee. The board noted that the City of Angels Camp still needs to appoint someone to the board according to the bylaws. The board unanimously agreed for Kathy Gallino to remain on the CVB board, if possible.

1. Budget Fiscal Year 2022/2023 – Martin asked the board to consider a raise for Suzie Barnett who has been with the Angels Camp Museum for many years. Her current wage was at $15 per hour, and Martin felt it necessary to raise her wage to $16 per hour because she is a valuable employee. Martin asked if the board would make her raise retroactive to May 2, 2022. Jeremy Leonard motioned to increase Suzie Barnett’s wage to $16 per hour retroactive to May 2, 2022. Amber Sprock second. All were in favor. None opposed. None abstained.

Martin attended the Calaveras BOS meeting on June 7, 2022, at CAO Krista Von Lotta’s request regarding TOT and the county’s FY 2022/2023 budget. Martin offered any of the county supervisors to see the CVB budget for FY 21/22 and 22/23 which he brought with him to the meeting. Martin told the BOS that TOT is at the highest it’s ever been, and he does not expect it always to be this high. Since TOT is split evenly 25% each between sheriff, fire, roads, and CVB, each department was expected to receive approximately $735K in TOT FY 22/23. Martin felt the CVB did not need the additional $335K for this fiscal year, and he felt it would better serve the county if the funding was given to the other three departments this year. He also asked if this could be revisited next fiscal year if the CVB needed more funding to market the county if tourist visitation dropped.

Martin suggested that $30k of the unrestricted funds money left over from FY 21/21 and saved by the CVB through COVID years be transferred to the CVB Savings Account, and for the CVB board to designate additional funds to projects they felt most necessary and beneficial for tourists and tourism. Kathy Collins motioned for the unrestricted funds surplus money for FY 21/22 of $30K be added to the CVB savings account, and $70K be designated to wayfaring signs and bathroom projects. Sandra Hess second. All were in favor. None opposed. None abstained.

City of Angels Camp TOT and the City of Angels Camp $50K funding for the museum is still the same. Rebecca Callen, City Administrator, is happy with how things are going. She asked if the CVB could help ACBA with the Mark Twain Wild West Festival. Instead of the $15K in TOT going directly to the museum, Martin suggested that $15K of TOT funds from the City of Angels Camp be used for the MTWWF if ACBA were to have the event at the museum. Kathy Collins motioned for the CVB to add a $15K line item in the budget for the MTWWF if ACBA will have the event at the Angels Camp Museum. Jeremy Leonard second. All were in favor. None opposed. None abstained.

The CVB will be reaching out to businesses and organizations to be included in the 2023 Calaveras Visitors Guide in July 2022. Suggestions to include in the guide are Libraries, Kid and Dog Friendly Spaces, Kid Friendly Itineraries, Kid Friendly Tasting Rooms/Vineyards, Playground, Off Road Biking Itineraries, Equestrian Trails.

Ironstone will only be doing three concerts this summer, and the CVB contracted for seven concerts. Due to COVID circumstances, Ironstone could only schedule three concerts, so they offered the CVB the choice of getting some money returned or having a 2-year commitment and be included in 2023 Summer Concert Series. Martin opted to stay with the 2-year commitment, and the CVB will show a video highlighting Calaveras County for 2022 and 2023 concerts.

Mary Jane Genochio motioned to accept the budget with the suggested changes for FY 22/23. Kathy Collins second. All were in favor. None opposed. None abstained.

1. District 3 Supervisor – The county has until June 14, 2022, to certify the election results for District 3 Supervisor. If Martin is certified as the next District 3 county supervisor, he would like to remain the CVB Executive Director. He will consult with county counsel and the BOS for the best way forward. Martin may be able to remain the Angels Camp Museum Director. The board will read the existing CVB bylaws for any conflict of interest before proceeding.

5. **OLD BUSINESS:**

1. Jumping Frog Jubilee – The CVB and Museum represented at the Calaveras County Fair. This year it was in a building at the very back of the fairgrounds. Next year, Martin feels the CVB should be at the front to welcome people to the county. He will continue discussing this idea with Laurie Giannini for next year. The Steve Collum Demo Vineyard was unveiled this year, and the CVB donated $1,000.00 to the CWA towards the project. Martin complimented Mark Silverstone and Sandra Hess on how great the Wine Pavilion looked this year and how they worked hard to create the displays and wine education. \*Mark suggested creating interesting trellises at each entrance to attract more people inside.\*
2. Museum Update – Martin is working with Emily Dondero for a grant to fix the lighting in the Carriage House and Pole Barn and insulation and new lighting in the main building. Martin will work with Amy Augustine at the city to follow proper procedure to get the project completed.
3. Martin will be out of town for the July meeting. He asked if the meeting could be postponed until July 22nd at 8:30 AM. The board agreed to meet on this date.

6. **Board Member Updates:**

**Kathy Collins: None**

**Sandra Hess: None**

**Mary Jane Genochio: None**

**Betsy Uttley: None**

**Sarah Lunsford: None**

**Mark Silverstone:** The Copper Food and Wine Walk is postponed until the fall. Vendors are having staffing issues and unable to commit the extra personnel to the event.

**Krissy Haderer:** The parade will be at 11:00 on July 4th, and vendors will be set up at 10:00 AM. Live music will be at the Hotel Leger. The pool renovations are just about complete at the Hotel Leger so Backyard Blues and BBQ will be scheduled soon. A local resident who loves the Hotel is painting the front, and it’s looking great!

**Matthew Kelly:** Irrigation water is being called for now, and the lake is lowering. June 25th fireworks are still happening, and the campground is completely booked. Campfires only allowed in designated firepits. Red Flag warning days will close open flame fires. The are still working on new restrooms at the campgrounds. Martin said he would love to set up a tour to see all the great things going on at the Lake and all the projects Matthew has been working on.

**Kathy Gallino:** The Calaveras BOS passed the FY 2022/2023 budget for the county. They are still planning for a possible continued economic downturn. She is working with Cindy to fix up downtown San Andreas. A grass roots meeting is scheduled for next Monday at 4:30 at the Met to discuss further projects for refurbishment.

**Morgan Gace:** Testing the shuttles with lodging partners to loop to downtown Angels Camp and Murphys. Riders can purchase a wristband for unlimited trips to and from Best Western Cedar Inn, Wyndham, and Angels Camp RV Resort. Gold Rush Tours also offers historic downtown Murphys wine tours, elevated vineyard wine tasting tours, and adventure tours as well as ticketed events such as the Ironstone Vineyard Concert Series. Private tours or chartered services are available.

**Susan Weatherby:** Chamber mixer at Newsome Harlow June 23rd at 5:30 PM. State of the County Chamber event on September 22nd. The Rural Chamber Summit is October 13th and 14th. Martin would like to combine with the CVB and have people stay in the county longer through the 16th, if possible.

**Mary Jane Genochio:** The July 4th Parade will be on July 4th in Mokelumne Hill. Community Foundation grants will be available starting in July for all 501c3 organizations to apply for.

**Aaron James:** Highway 4 campgrounds are all open except Highland Lakes. Some campgrounds may have some sites still closed, but they are working on opening them as fast as possible and weather allows. The area is already super busy. Lots of everything and people coming in! BLM is not allowing fires outside set campgrounds. He will let us know when further fire restrictions are in place.

Meeting adjourned at 10:21m. Next meeting scheduled for July 22, 2022, at 8:30 AM via Zoom Video Conferencing and at 753 South Main Street, Angels Camp, CA.