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**Board of Directors Meeting Minutes**

March 10, 2022 8:30 am

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

The meeting was called to order at 8:36 AM by Sandra Hess. This meeting was held via Zoom Video Conferencing and in-person at the Angels Camp Museum.

Board Members Present: Linn Pillsbury, Mary Jane Genochio, Krissy Haderer, Sandra Hess, Jeremy Leonard, Betsy Uttley

Board Nominees/New Board Members Present: Susan Weatherby, Sarah Lunsford, Bill Babbis, Amber Sprock

Board Nominiee/New Board Member Not Present: Kathy Collins

Absent Members: Kathy Gallino, Mark Silverstone

CVB Staff Present: Martin Huberty, Jessica Johnson

Advisors Present: Aaron James, Matthew Kelly

1. **Approval of February 2022 meeting minutes:** Kathy Gallino submitted corrections via email to be made. Linn Pillsbury motioned to accept February’s meeting minutes with corrections. Mary Jane Genochio 2nd. All approved. None opposed. None abstained.
2. **Approval of February financial reports:** Krissy Haderer motioned to accept February’s financial reports. Jeremy Leonard 2nd. All approved. None opposed. None abstained.
3. **Domo Madden Media Website Report:**  People are still searching events and things to do in Calaveras. The Calendar of Events overtook Calaveras Big Trees as the main search for website traffic. Hook, Line & Thinker Marketing report shows a drop in Facebook and Instagram numbers due to coming off the very popular Kiss A Frog photo contest. The next contest, Draw A Frog, will launch the end of March. Social media numbers ought to shoot back up. Mary Jane will contact Oodles of Doodles regarding the contest.
4. **New Business:**

**A. New Board Positions:**  Due to losing several board members at the end of June, and the possibility of Martin not being able to stay with the CVB if he wins the District 3 Supervisor position, Martin wants to make sure there is a strong and tenured board if a new executive director needs to come on board. Nominees include Bill Babbis representing lodging in Copperopolis; Kathy Collins representing real estate in Angels Camp; Susan Weatherby representing retail/Chamber of Commerce in Mokelumne Hill; Amber Sprock representing attractions at Calaveras Big Trees; and Sarah Lundsford representing media in San Andreas. Martin wanted to know if the CVB by-laws stated whether a board member can remain on the CVB board that was appointed by the county or the city. Martin will research further. Mary Jane Genochio motioned to approve all nominees to the CVB board beginning immediately to ensure a smooth transition for the next fiscal year. Jeremy Leonard 2nd. All approved. None opposed. None abstained.

**B. Outlook Forum:** Martin attended the Outlook Forum in San Francisco in February. The conference was very educational, and Martin’s biggest takeaway was how damaged the international travel division is after COVID. It may be a while before international travel returns to our area. He met with other GCVA members to exchange ideas about promoting the Gold Country counties. There is literature online from the conference if anyone is interested.

**C. New Staff Member:** The CVB has hired Amy Roberts. She will be assisting visitors around the museum and at the front desk. She will also cover days at the Murphys CVB office as needed. She worked at Bear Valley for years and even worked with Mark Silverstone.

**D. GCVA:** The CVB hosted the GCVA leaders this month at Grounds and Moaning Caverns. Many, even from Amador, had not been to Calaveras, and they really enjoyed their time here.

**E. Clampers Private Event/LA Trade Show:**  The Clampers will be having their annual event at the Angels Camp Museum on March 12. They will be dedicating a plaque to the museum, so the CVB board is invited to attend. Jessica Johnson will be attending the LA Travel Show so that Martin is able to be present for the dedication. The GCVA will be paying for Jessica’s travel expenses.

**F. Calaveras County Fairgrounds:** Laurie Giannini has given the CVB & Angels Camp Museum a room at the Fairgrounds again for this year’s Frog Jump. The CVB will be selling the Big Nels T-shirts and a portion of the proceeds will be donated to the Children’s Hospital in SF.

1. **Old Business**

**A. Murphys CVB/CWA Office:** The office is doing well. There is a definite need in Murphys for visitor info for the entire county, not just wine. The CVB signage helps bring in new visitors looking for information about the entire county.

**B. Chamber Interim CEO:** Martin is still the interim CEO for the Chamber of Commerce. The Chamber is designing a “Calaverasopoly” for distribution throughout the county. A few spaces are available. The CVB has the “Luxury Tax” space, and the Museum also took a space. The Chamber dinner is on March 26th, and the CVB is purchasing a table for 10. Please let Martin know if you’d like to attend.

**C. 2022 Guides:** The guides are going fast! Martin will probably need to order more since there is only one pallet left here.

**D. HL&T – Frog For All Seasons Update:** The second contest will be to “Draw A Frog” inspired by thank you notes sent from students who visited the Angels Camp Museum and sent in hand drawn frogs. The contest will coincide with the Spring Journalist Trip April 14th and 15th. A group of travel writers will be staying at the Avery Hotel, and Martin would like for the CVB board to meet with them during the catered dinner – probably Friday evening.

**E. Museum Update:**  April 30th the Friends of the Fair will be holding the official opening of the Frog Jump Exhibit paid for by the Calaveras Community Foundation. Central Sierra Hauling graded the trail at the bottom of the property past the pole barn. The sloping and new gravel make it easier for people to access the lower farm and ranching exhibits. CSH also added a gravel path around the back of the pole barn and in the open area where the burn pile used to be.

**F. City Update:** Martin met will Rebecca Callen and reiterated the city should appoint someone to be on the CVB board. He is also making Rebecca a “wish list” of items the museum needs done with financial support from the city such as an updated fire and security alarm and an electric gate.

**G. Visit California:**  During the Visit California presentation Martin did in December 2021, there were two giveaways to visit Calaveras County. The first visit was from Gohar, who said she had an amazing time visiting Hinterhaus, Newsom Harlow, Dunbar House, and Sarafina’s.

1. **Board Members Updates**

**Mary Jane Genochio** – Deferred to Krissy H. for updates in Mokelumne Hill.

**Krissy Haderer** – The Firemen’s Ball is March 12th to benefit the Volunteer Firefighters department. Mokelumne Hill Lions is having a Crab Feed on March 26th at the town hall. The Hotel Leger needs to get the pool repaired and waiting for the pool contractor to get the work done in time for th BBQ and Blues events. The Hotel is back to having Easter and Mother’s Day brunches this year.

**Matthew Kelley** – Two new concrete restrooms have been installed at the campground and on the trails. New asphalt is being installed on the roadways. The lake water levels are still very low, but the bass tournaments will be starting in the spring.

**Sandra Hess** – The CWA has kicked off their 2022 season. Things are going smooth with the Information Center now being open consistently Wednesday through Sunday 10 to 4. Mark Silverstone has been brought on as the new Education & Events Manger for CWA. Responsible Beverage Training certification is mandatory by July 2022 for anyone serving alcohol. CWA is extending an invite to non-members to attend the Zoom training. April 23-24 is Spring Wine Weekend. There will be live music, barrel tastings, vineyard hikes & tours, and other special offerings from each winery. CWA is opening registration for Grape Stomp teams the first week of June. The Steve Collum Memorial at the Fairgrounds is in the grassy meadow area to the right of the front gate. Grape vines will be planted in the area.

**Mark Silverstone** – Not Present

**Bill Babis** – The next big event is the Ferrari show – it’s Ferarri’s 75th anniversary. The CWA got local vineyards involved with displays and pouring wines. The hotel is old out for the event on Sunday. Towne Square is being closed off to cars for pedestrians from 10:00 to 1:00. The Gateway Hotel is launching helicopter tours of Aloria vineyard for a private tour, lunch and tasting, taking off from the hotel. Cost is $250 per person up to three people for now. Easter and Mother’s Day brunches will be served at the Gold Club at Copper Valley. An Easter Egg Hunt is going to be held in the Town Square. Hot Copper Car Show is May 7th with 230+ cars. The Wine Walk is being held June 17th.

**Kathy Gallino** – Not Present

**Jeremy Leonard** – Recovering from hip surgery. Whiskey Slide Entertainment is part of the Fair entertainment as in years past.

**Linn Pillsbury** – CABA is starting 2022 Events. They are collaborating with the Copper Lions Club for the annual Copper Clean Up day along with the Men’s Golf Group to clean up the areas of O’Byrnes Ferry Road, Little John, & Copper Cove. Bill Babbis will work with Linn to coordinate. District 4 Supervisor Amanda Folendorf stated the biggest complaint she’s had from District 4 is the litter. CABA is taking over the Volunteer Fair which pairs organizations and volunteers together. The event will be held sometime in June. The Home Business Show will be in November.

**Betsy Uttley** – March has been busy at the resort so far. Dan Hill Custom Carving created a giant wooden frog for the front lobby. Martin shared the museum has one similar from the same artist, and they are beautiful carvings.

**Amber Sprock** – The park is transitioning out of Ski Week – it’s the lull before spring break. Busy prepping for the spring and summer visitation.

**Susan Weatherby –** All shops in Mokelumne Hill are open and handing out special treats on Mother’s Day. The Chamber dinner is March 26th at the Met in San Andreas. There will be a mixer in April, date TBD. On The Right Track will be in May at Bret Harte and Calaveras High Schools. The Chamber will have a welcome booth at the entrance to the fair.

**Aaron James** – The snow has been melting although there was a small snow storm earlier. Things are slowing down in the Sno Parks. People are prepping for wood cutting season in April.

**Sarah Lunsford –** CCTV just started a new program called “What’s Happening in the County” featuring Tuolumne, Amador, and Calaveras counties. Email any events at [calpeg7@gmail.com](mailto:calpeg7@gmail.com).

**Martin Huberty –** The Murphys Creek Theater could use support for attendance. The last play “Doubt” was very well done. The theater is following COVID safety protocols It was suggested to put a MCT banner on the fence at the Information Center in Murphys. Martin feels that while women are the number one target to market to, Gen Z is the next big market. More focus needs to be put on this demographic to bring to Calaveras.

**Adjourn**

Meeting adjourned at 9:32 AM. Next meeting will be April 14, 2022, 8:30 AM via Zoom Video Conferencing or at the Angels Camp Museum depending on COVID guidelines.