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**Board of Directors Meeting Minutes**

November 10, 2022 8:30 am

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

The meeting was called to order at 8:35 AM by Sandra Hess. 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, Rebecca Callen, Jeremy Leonard, Amber Sprock

**Absent Members:** Kathy Gallino, Kathy Collins, Gina Wisecarver

**Advisors Present:** Aaron James

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

1. **Approval of October Board Meeting Minutes:** With modifications – 1) There were 29 people at the Rural County Summit representing 12 counties; 2) Murphys Grape Stomp change to say Calaveras Grape Stomp. Susan W. motioned to approve the minutes with modifications. Sarah L. second. All were in favor. None opposed.

2. **Approval of October P&L Financial Report:** Jeremy L. motioned to approve the minutes. Mark S. second. All were in favor. None opposed.

3. **Review of Domo Madden Website Report, Marketing and Social Media Reports from Hook, Line, & Thinker for September:** According to Domo report, Murphys events were the most popular searches on the CVB website, overtaking outdoor attractions and county events for the month of October. Calaveras had two articles published one in SF Gate and the other in Frommer’s Travel Guide. Morgan, Martin, and Sandra will meet with Hook Line & Thinker to review social media reports. Social media interactions are growing every month, i.e. Facebook has 145 new followers. Martin is still considering a TikTok page. A current trend on TikTok is jumping like a frog, so now may be a good time to start. Sandra H. noted that TikTok reaches a very young audience, Instagram reaches a millennial age group audience, and Facebook has a little bit older audience. There were 1147 visitors to the Visitors Center and 107 phone call in October. Martin got a shout out and rave review written in the Visitors Log at the museum from someone who attended the Rural County Summit.

4. **Nominate & Vote CVB Board Member: Gina Wisecarver:** Martin has suggested to the CVB board to bring on Gina Wisecarver who is the marketing director at WorldMark in Angels Camp. Martin thinks she is good to work with and represents the largest lodging partner in Calaveras County. Susan Weatherby motioned to bring Gina Wisecarver to the CVB Board. Jeremy Leonard 2nd. All were in favor. None were opposed. None abstained.

5. **NEW BUSINESS:**

1. **Way Finding Signs:** Martin went to the community meeting held by the county and Cal Trans in Murphys regarding way finding signs. A grant from the Transportation Department is funding new way finding signs throughout the county, and Cal Trans wants input from the community. Martin feels it is extremely important that the CVB be involved with how the signs are designed, where they are placed, and that the signs fit the personality of Calaveras County. For example, people from out of the area wouldn’t know to turn at the stop light on Highway 4 to get to downtown Murphys. Martin feels the CVB should be meeting with Cal Trans and the county regularly to make the final decisions about the signs’ design and placement. Martin will send the board a list of meeting times and dates. Martin mentioned the CVB had put aside $28,000 for signs, however this project is fully funded through CalTrans.
2. **Angels Camp Marketing:** Martin and Rebecca C. met regarding how the CVB markets both the county and the city. The CVB is actively assisting to help get signs on the historic downtown Angels Camp buildings.
3. **World Cup Ski Competition at Bear Valley:** The World Cup Ski Competition will make its only tour stop in California at Bear Valley February 11 & 12, 2023. This international ski competition will be broadcast on CBS. There are 65 competitors, 100-150 staff, and 5K – 10K spectators. The CVB will be assisting people looking for lodging for the event. The tour is looking for $60K in sponsorships. Martin would like the CVB to investigate being a sponsor for the event and strongly support Bear Valley in promoting the event. Martin is going to be investigating ways to collect visitor contact data from the event. Sandra H. suggested a prize package.
4. **Placer AI, Datafy:** Both of Placer AI and Datafy are data accumulation companies. Martin and Sandra H. saw a presentation from both companies about their data accumulation capabilities. Sandra was impressed by Placer AI’s geo-fencing technology that can track daily numbers of visitors to locations based on certain applications from cell phones. Data collected includes who, when, peak visit times, and captures the online fingerprint to export reports with visitors’ information. It will only capture visitors who are using a cell phone and applications with GPS services. The reports show where people come from, how many days are spent in the area, where people go from each location, favorite places, and favorite “next” places. The information gathered can also identify business attraction needs – what businesses are needed where. The cost with Placer AI is $28,000 per 12 months. Martin asked the board to consider if they’d like to have another demonstration from Placer AI with Morgan, Susan, Sandra, Rebecca, and Kathy G. to discuss further. Martin wondered if the board would consider designating the $28,000 budgeted for signs to be redesignated to a data accumulation company since the signs are now paid for by CalTrans. The board will discuss after the next Placer AI presentation with more board members present.
5. **Daniel Tallent:** Daniel is a graphic designer from Copperopolis who animated the CVB frog logo. Martin will be meeting with him to discuss redoing the CVB promo video that is used on the CVB website and at Ironstone Concerts. Daniel is also discussing creating graphics for what downtown Angels Camp ‘could’ look like and historical plaques.
6. **Christmas – Bonus, Party, Parades – Flatbed:**  Martin would like to give the CVB and Angels Camp Museum employees Christmas bonuses this year. He invited the CVB board to be a part of both or either the Murphys and Angels Camp Christmas parades. The CVB needs a flat bed truck for the John Deere tractor Martin would like to use for the parade. There are too many issues with the tractor to drive it. Martin would like to have a CVB Christmas Party for board members and employees. Jessica will send everyone invitations next week. The City of Angels Camp will be having their employee party at the Angels Camp Museum in the Carriage House.
7. **New Computer:**  Martin needs a new laptop. He’s taken it to Apple who has said it is less expensive to buy a new laptop than to repair the old one that is at least six years old. Martin can find a new MAC for $2500. Susan Weatherby motioned for Martin to purchase a new MAC laptop. Jeremy Leonard seconded the motion. All were in favor. None were opposed. None abstained.

6. **OLD BUSINESS:**

1. **Museum Update:** The Firehouse Exhibit is complete and waiting for Brent from the CCF to return from vacation to review and approve and sign-off. Martin needs help with raking, landscaping, and moving of some exhibit pieces if anyone knows of someone who can help. Also, the museum needs help installing Christmas lights on November 27th at 9:30 AM. Martin would appreciate the help from any board members and friends who can come make the museum look festive. Ranger Greg Francek gave a lecture about the fossils he found in the Mokelumne River Canyon area. It was the best attended lecture for the museum.
2. **Funds Moved to Savings:** Per the board’s instructions, Martin transferred $30,000 into from the CVB checking account to the savings account. Martin feels having the savings account is the best option, keeping funds liquid if it becomes necessary for the CVB to utilize them to market the county for tourism in the future.
3. **Supervisor – CSAC in November:**  Martin will be out next week to attend the CSAC conference in Anaheim for county supervisors. He still hasn’t heard back from the FPPC. He’s assuming there are no issues with him staying on as CVB Director.
4. **FFAS Update – Calendar:** The Frogs For All Season Calendar is created and very cute. Looks like lots of fun. Martin will get it printed and ready to sell at Christmas. Regarding the program going forward, instead of Naked in Nature, Rebecca suggested “Back to Nature”.
5. **CVB 2023 Visitors Guides:** The guide is just about finished and ready to go to print. All the big advertisers and sponsors returned for 2023. Local artist Dave Gano painted the new cover. The CVB has included a welcome letter and photo for this year’s issue. Martin added a section for the history of Camp Connell/Dorrington/Upper Highway 4.
6. **Avery Hotel:** Martin booked and put a deposit down at the Avery Hotel for a journalist fam trip that didn’t pan out. He asked the board if they’d like to use it as a planning retreat for the board or try to set up a spring mountain biking fam trip. The board suggested the spring fam trip would be a great idea to include spring mountain biking and hiking.

7. **BOARD MEMBER UPDATES:**

**Kathy Collins:** Not Present

**Sandra Hess:** CWA Bubbles Bash in honor of Steve Collum is sold out. The CWA Holiday Gift Guide is coming out. CWA Board Retreat is in January. The board is electing new officers next week with 3 open seats for 2023. Mark Silverstone will be returning on January 1, 2023, as the Education and Events Manager.

**Sarah Lunsford:** CCTV is busy with public service announcements. They filmed the ‘Spook-tacular” costume event. People are coming in for help with video production. CCTV has a Content Creator Club for middle schoolers on the last Friday of each month and for adults on the second Wednesday of the month. Love Your Pets video contest in February.

**Mark Silverstone:** There is 3’ of consolidated snow on the ground making a great start and huge boost for the Bear Valley Thanksgiving weekend opening. Temperatures are great for making snow next week. Cross country skiing is opening on Thanksgiving Day.

**Kathy Gallino:** Not Present

**Morgan Gace:** Gold Rush Tour Company hosted a Sip and Pain last week. The next ones are December 2nd and 9th. The company is advertising on social media, Facebook, and local places.

**Susan Weatherby:**  The Chamber of Commerce held its State of the County early on October 28th. There was great information, and it was filmed by CCTV if anyone would like to view it. Calaveras-opoly pre-sales can be found on the website. December there will be an official release party for the game. Thursday, November 17th is the next after-hours mixer at Murphys Creek Theater at 5:30 where there will be a free showing of “It’s a Wonderful Life: Live Radio Show”. The Rural Summit was such a huge success. Word of mouth is most people are returning, and there will be more new people coming. Martin took the group from the Rural Summit to Big Trees which they loved. Martin got a shout out on the Visitors Log at the Visitors Center.

**Amber Sprock:** There was prescribed burning the third week of October. There was some damage to one of the great sequoias, but it’s expected to survive as being burned is part of its lifecycle. Due to the damage, a portion of the North Grove trail is closed temporarily. The season’s prescribed burning went really well, and all goals were accomplished. The road to the river is closed for the season. There is about 1’ of snow on the trails. Jacob at the CBTA is looking to purchase a food trailer for inside the park food sales. The Warming Hut needs plans that match the building to rebuild it properly with proper fire suppression and floor. The park has Campsites #1-12 open which they try to keep open year-round for winter camping.

**Jeremy Leonard:** Jeremy apologized for missing the last two meetings but had to wrap up several projects before the winter storms set in. Whiskey Slide Productions put in a bid for the new Destruction Derby promotor. He’d love to hear any ideas folks have to keep things fun and exciting.

**Aaron James:** All campgrounds are closed for the winter on Highway 4 and Ebbetts Pass is closed for the season. Spicer Road is closed for now until grooming begins. Sno Park passes have increased to $15 for the day and $25 to $40 for a season pass. Camp Connell Store is also selling passes. The agreement between the ranger station in Hathaway Pines and the CVB for a CVB rep to be in the ranger office has expired but can be reinstated if needed. A prescribed burn was postponed due to the latest storm – the burn will possibly be visible from the highway. There are no Christmas tree permits this year in Calaveras. Aaron requested that anyone email him about who is selling cut trees in the area so he can inform visitors of option in Calaveras.

**Rebecca Callen:** The City of Angels Camp opened Hop n Shop on Monday which sold out in its first launch. The next launch program will be Buy One – Get One 50%. 30 businesses are now enrolled. The program gives information about who bought, how much, where the gift cards are being redeemed. The city is having its employee party at the Angels Camp Museum Carriage House on December 8th, and they are participating in the parade. A huge tree came down in Gateway Park and blocking the entrance. The park will be closed for a bit while clean up moves forward. The Utica Park expansion is happening and moving ahead with the new playground with funds raised by the Angels Camp Community Club. The city installed new American flags downtown which was funded by $2,000 from the Angels Camp Memorial District. The Farmers Market will have to find a different location next summer as work on the park is done. The museum might be a good option? The Mark Twain statue will have a replica completed. Martin asked if the original could be moved to the Angels Camp Museum. The Angels Creek Trail creation is moving along. Environment reports will be made available to the public soon. The first phase is from Stelte Park to Finnegan in 2024. The next phase is Finnegan to New Melones probably in 2025. A Strategic Planning Workshop is slated for December 1st. A code compliance workshop is slated for November 15th to help educate businesses and people about signs, fire codes, garbage, and debris, etc. The city is working with the county to coordinate animal services and health and human services, focusing on services for the homeless population in the city.

**Ginaa Wisecarver:** Not present

Meeting adjourned at 10:08 am. Next meeting scheduled for December 08, 2022, at 8:30 AM via Zoom Video Conferencing and at 753 South Main Street, Angels Camp, CA.