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**Board of Directors Meeting Minutes**

September 8, 2022 8:30 am

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

The meeting was called to order at 8:38 AM by Morgan Gace. This meeting was held via Zoom Video Conferencing.

Board Members Present: Kathy Collins, Sarah Lunsford, Amber Sprock, Morgan Gace, Susan Weatherby

Absent Members: Jeremy Leonard, Mark Silverstone, Sandra Hess, Kathy Gallino

Advisors Present: None

CVB Staff Present: Martin Huberty, Jessica Johnson

1. Approval of August Board Meeting Minutes: Susan W. motioned to approve the minutes. Kathy C. second. All were in favor. None opposed.

2. Approval of August P&L Financial Report: Kathy C. motioned to approve the August financial report. Susan W. second. All were in favor. None opposed. None abstained. NOTE: Martin will be following up with Emily Dondero about the energy grant to see if the museum was approved. If so, the CVB should be receiving a check to cover the cost of the insulation in the main building.

3. **Review of Domo Madden Website Report, Marketing and Social Media Reports from Hook, Line, & Thinker for August:** Martin finally received an up-to-date report from Madden Media showing an amazing summer compared to previous years. Calaveras’ busiest time is April to August. Trending – people coming for events and attractions. Then, most searched is outdoor activities, lodging, and restaurants. Starting a new marketing campaign of “Turn Calaveras Dreaming into Reality” and “Your Next Adventure Starts Here”. Grant A. has created a new branding binder. Social media fluctuations reflect that more non-locals are looking at social media sites rather than locals. Third quarter Frogs For All Season contest is wrapping up September 9th. Writer John Poimero was to have visited Calaveras, however had to reschedule for medical reasons. He is interested in writing about colorful characters from Calaveras such as Big Nels. Other travel writers are interested in writing about how areas of Calaveras got their names. The visitors bureau had 1,044 walk in visitors and 159 phone calls. The NPR radio spots are very effective. Spots are on the calendar for 2-3 spots each month. Verbiage changes with each month to include Calaveras events or welcoming visitors to Calaveras – gold country, wine, adventure, etc. During the pandemic, the CVB kept the spots to remind people about Calaveras being an option once everything opened back up.

4. **MARKETING: Local Getaways & Sactown Magazine; Influencer Trip by Lindsay Myers:** Local Getaways ad was completed. Martin feels this is a good marketing strategy because Tuolumne and Mariposa counties both advertise with them, and visitors may travel to Calaveras because of the proximity to these counties. SacTown Magazine ad was renewed for fall to push visitors to the county during the slower tourism season. The magazine has a reach of 200K people in the Sacramento area with a median income of $130K for readers. There is no way to gauge the ROI, but it’s been a consistent was of reaching people who do engage in our attractions and events. Calaveras County will be hosting two more travel writers during Grape Stomp. They will hike and b

ike in Calaveras County, attend and maybe compete in Grape Stomp, and tour Moaning Caverns – Girls’ Weekend type theme. Lindsay Myers, a travel writer and works with Access Hollywood, visited Calaveras County through the GCVA’s Jennifer Sweeney. Lindsay toured the Angels Camp Museum, Hinterhaus, Calaveras Big Trees, Mokelumne Hill, and attended the Grease movie fundraiser for Feeney Park.

**5. NEW BUSINESS:**

1. **Extreme Heatwave/Local Events/BMX:** BMX bike race is this weekend at the Fairgrounds. Hermitfest is this weekend and was moved from Hermit Valley to Bear Valley. The Angels Camp Museum had to close the pole barn for a week due to the extreme heat.
2. **Additional Board Member:** Gina is with Worldmark has offered to join the CVB board to represent lodging in Angels Camp. It’s important to have a rep from one of the largest lodging organizations in the county. Martin thought Gina would join the meeting and will follow up with her. She may have thought the meeting was at a different time.
3. **CVB 2023 Guides – New Additions:** Martin is adding a list of churches, libraries, and gyms as well as a Pet’s Page for pet care businesses that visitors may need such as pet supplies and veterinarians. Martin is reaching out to last year’s advertisers and is working on gathering photos and creating a new cover.
4. **Murphys Information Center Update:** Gail Bunge is working at the Murphys Info Center on Wednesdays and Thursdays, and Linn Pillsbury is working on Saturdays and Sundays. Gail is following up with businesses who were in the guide last year to make sure they’d like to keep their listings for 2023. The CVB will be increasing signage and updating the furniture inside and out. Robert Gace at Gold Rush Tour Company is making a seating bench for the front of the building and some indoor seating that will be wine inspired. Martin would like to create a lighter, more welcoming interior as well as add a gift shop. Morgan G. asked about rooftop signage, and Martin is concerned the building may be a little too old to support that kind of sign. He also feels it’s very important for the CVB to have a bigger presence in Murphys since that is where most of the visitors’ foot traffic goes.
5. **Brand Guide:**
6. **Distinctive Metals Ore Car:** Ore cars need maintenance. The car on Parrots Ferry Road has been graffitied and the “H” needs repair. The car on Highway 26 needs rocks, and the car by Distinctive Metals needs to be moved to the Stevenot Bridge entrance to the county. Martin and Jessica will call Distinctive Metals for an update.
7. **Creekside Motel for Nola:** Longtime employee, Nola Rasberry, is going on a much needed and long-time coming vacation. Martin requested the CVB gift Nola with two hotel rooms for her vacation as a thank you for her service and consistent hard work for the CVB. Kathy Collins motioned for the CVB to pay for 2 nights for Nola’s vacation. Susan Weatherby 2nd. All approved, None opposed. None abstained.
8. **Dorsey Films:**  Dorsey Films shooting B roll in the county – drone footage – for TV show. The company paid the $1395 permit fee.
9. **CSAC in November:** Martin will be gone for this county supervisor weeklong obligation the week of November 14th.

6. **OLD BUSINESS:**

1. **Museum Update: Grants & Carpenter:** Martin is pushing to get the grant obligations fulfilled by end of December. Filming is done for the Old Timers Museum’s recordings of long-time residents of Calaveras County. Gravel was delivered that surrounds the ACVFD building and the area where a tree fell and was removed. Desperately need a carpenter to help with the firehouse project and the main building bats.
2. **Supervisor: FPPC and Private Counsel:** Martin has engaged a private attorney in Modesto to go to the FPPC to get the sign off Martin needs to stay remain as the CVB Executive Director while serving as country supervisor.
3. **FFAS Update - Calendar:** Grant has started on the calendar that will use photos and drawings from the different contests. Hope to have the calendar available for purchase at the CVB gift shop by November, and the calendar sales will go to support the Frog Jump History exhibit.
4. **SBDC Chamber Rural Summit:** The Calaveras County Chamber of Commerce is still planning the Rural County Summit on October 13th and 14th at Ironstone. The CVB will assist people finding lodging.
5. **BOARD MEMBER UPDATES:**

**Martin Huberty:** CVB is a member is HSVC – High Sierra Visitors Council. They will be promoting Bear Valley to Europe. Right now, Europe is experiencing an energy crisis and may have to shut down many of their ski resorts this winter. Bear Valley is hoping to be an alternative to skiing European tourists.

**Kathy Collins:** Attended the ACBA mixer at Gold Country Touring Company which had a good turnout. Went to Utica Reservoir again, and it was extremely busy. Arnold was busy with the craft fair and Peddler’s Market for Labor Day weekend.

**Sandra Hess:** Not Present

**Sarah Lunsford:** CCTV has a grant with Manzanita Press to produce historical tv programs. Sarah will be visiting museums for information and highlights of the county. If anyone is interested in starting a program, CCTV can help.

**Mark Silverstone:** Not Present

**Kathy Gallino:** Not Present

**Morgan Gace:** ACBA event was very good at the Gold Country Touring Company. The space may be available to rent for events. GCTC is available for private transportation and bachelorette parties. They have something on the books every weekend in September. Some people have booked a few Giants games. Fees are way too expensive for commercial transport at airports, so they will no longer be able to provide airport transportation.

**Susan Weatherby:**  The Chamber is working on organizing the Rural Chamber Summit to be held in October at Ironstone Vineyards. Moke Hill is gearing up for their Scarecrow Contest. For Succ’s Sake is now in Moke Hill. The Hippie Closet is closing, but there will be a new business right back in the space by October 1st.

**Amber Sprock:** The park is shifting into its shoulder season. Labor Day wasmuch slower than normal, and visitation has really dropped off. The heat may a contributing factor – the park was 100 degrees at 8:00 PM on Labor Day. The drought and heat are stressing the trees.

**Jeremy Leonard:** Not Present

Meeting adjourned at 9:33 am. Next meeting scheduled for October 13, 2022, at 8:30 AM via Zoom Video Conferencing and at 753 South Main Street, Angels Camp, CA.