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**Board of Directors Meeting Minutes**

February 9, 2023

Via Zoom Video Conference 8:30 am

The meeting was called to order at 8:35 AM by Morgan Gace.

Board Members Present: Sandra Beals (prev. Hess), Kathy Collins, Susan Weatherby, Mark Silverstone, Rebecca Callen, Kathryn Gallino, Amber Sprock, Morgan Gace, Sarah Lundsford

Absent Members: Jeremy Leonard, Gina Wisecarver

CVB Staff Present: Martin Huberty, Jessica Johnson

Advisors Present: Aaron James

Guests: Jody Garcia

1. **Approval of January 2023 minutes:** Kathy Collins motioned to approve as is. Rebecca Callen second. All approved. None Opposed. None abstained.
2. **Approval of January 2023 financial reports:** Reports were unavailable by the time of the board meeting because the Quickbooks file was with Wheeler & Egger, CPAs who are completing the review and tax filing for FY 2020/2021 and 2021/2022. Once the QB file is returned, it will be sent to Tiffany Sturm to complete the January 2023 financials. The board agreed to review the January 2023 financial report at the March 2023 meeting.
3. **Domo Madden Media Website Report:**  The SEM is showing the click thru rate is through the roof doing very well. January marketing has the new graphics that are remarketed to anyone interested in outdoor areas and other attractions that can be found in Calaveras. #1 is still what to do in Arnold and #2 is what to do in Angels Camp. Rebecca C. stated the City of Angels Camp’s new website points people back to the CVB website when they are searching for places to stay and things to do. Susan Weatherby stated the Calaveras Chamber of Commerce’s site also redirects people back to the CVB website. Sandra Beals asked if Madden report can give the top 10 GEOs? Morgan Gace asked what the click-thru rate is attributed to. PR Marketing – USA Today is writing a piece on wildflowers in the area and hoping it will come out featuring places in Calaveras to visit. Martin, Sandra, and Morgan to meet on a phone call with HLT’s Michael Bodalato to discuss revving up social media presence - Martin feels it’s too staid at the moment. Sandra also suggested incorporating more videos. Sarah asked if travel writers could focus on restaurants in Calaveras. Jonathan Berg – travel writer – is coming up this weekend for Bear Valley’s World Pro Ski Tour. He will be giving three stories of Calaveras and tag #gocalaveras with all photos which will go straight to our website. Morgan G. suggested micro-influencers could be more strategic and cost-effective. The CVB board created a marketing committee consisting of Sarah Lundsford, Morgan Gace, Sandra Beals, and Martin Huberty. Anyone interested is welcome to join. Martin feels it’s important for as many CVB board members as possible to get involved with Placer AI
4. **New Business:**
5. **Bridal Fair – The Vow:** Jessica will be attending February 18th. The event is being held at Vida Buena Farm in Vallecito. The Vow magazine gives the CVB a free ad every year. Morgan G. said that Gold Rush Tour Co. is encouraging wedding planners and attendees to visit Calaveras attractions. Weddings are big business in Calaveras – a business that isn’t going to go away. Venues in Calaveras are shifting marketing dollars to promote their businesses in the San Joaquin Valley, Nevada, Southern California and Arizona where they say most visitors are coming to Calaveras from.
6. **Wage Increase for Bronte & Sierra:** Bronte Wilhelm and Sierra Stange have really taken off on the museum side of things. They’ve created an Education Committee and working with teachers, community members, and STEM and CCOE members to revamp the museum curriculum and student field trips as well as updating and modernizing current exhibits. They have also started an inventory of the museum’s exhibits so that cataloging the exhibits can happen, and so that the City of Angels Camp is sufficiently insured. Martin requests the CVB board approve a raise to $18 per hour for both Sierra and Bronte. Sandra Beals motioned to increase Sierra and Bronte’s hourly wage to $18 per hour. Kathy Collins seconded. All approved. None objected. None abstained.
7. **Chamber Mixer 22nd February:** The Calaveras County Chamber of Commerce will be holding their chamber mixer at the Angels Camp Museum on February 22, 2023 at 5:30 pm. Docent Tim Chisolm will be there for any museum questions and Rebecca Callen will be speaking.
8. **Tales of Calaveras:** The one-hour film Tales of Calaveras, an oral history of Calaveras in the 1940s and 50s, will be screened at the Bret Harte Theater on Tuesday, February 21st at 6:15 PM. Bret Harte High School District approved the use of the theater for the screening, and Martin has send the invitation out to the public. Roy Sorracco, who is in the film and was instrumental in getting the Angels Camp Volunteer Firehouse Exhibit completed passed away a few months ago. The Firehouse Exhibit will be dedicated to Mr. Sorracco.
9. **Aaron James’ Log of Forest Visitation:** Aaron James of the US Forest Service has been collecting data on visitors to the Stanislaus National Forest campgrounds since 2019. The CVB will use his compilations for 2019 and beyond as a tool to see where people are visiting from.
10. **Daniel Tallent:** Martin has started the 2024 Calaveras Visitors Guide design with Daniel who brought several ideas for the cover and theme throughout the magazine. Calaveras Dreaming has caught on with several people requesting the “Calaveras Dreaming” guide. Daniel presented several ideas for the next cover with a focus on dreaming and Calaveras attractions and adventures. Everything in the magazine will be more cohesive with more stories, relocation info from the Chamber, etc.
11. **City TOT breakdown/damage report with Invoices:** Martin requested how the TOT is broken down by the City. Martin asked if he still had time to get invoices for storm damage to the City of Angels Camp for FEMA reimbursement for the Angels Camp Museum necessary repairs. Rebecca said there is still plenty of time to get them in.
12. **Old Business**
13. **Placer AI:** Martin hopes that the CVB board can all get onto Placer AI and play around with it, jot down questions, then pick a date for everyone to meet Colin for training.
14. **World Pro Ski Tour:** Martin acknowledged Sandra B. and Mark S. hard work getting the VIP Sponsor’s tent up and ready to go. It looks great with several promo items to giveaway, wine tasting, and gourmet lunch. Amy R. from CVB will man the CVB info booth on Friday, Jessica will be there on Saturday and Sunday. The CVB will have their logo on all the Bear Valley hoodies, WPST programs, banners throughout the property, on video screens, and banners on the ski runs as racers come down the mountain so it will be seen on the CBS broadcast.
15. **Back to Nature Campaign:** The Back To Nature photo contest is up and running and will end February 26th. Entrants are asked to send in winter photos from around Calaveras County. Many great photos are coming in and will be included in the next CVB 2024 calendar.
16. **Mountain Bike Footage:** Martin is building CVB video footage to include on the website and social media. He is hoping to bring mountain bike travel writers and house them for one night at the Avery Hotel. Mountain biking is growing quickly in Calaveras and many visitors are inquiring about trails in the area.
17. **Spring Photo Shootout:** Martin has scheduled 5 photographers to visit the county during the Calaveras County Fair. They will be staying at the Arnold Black Bear Inn who will provide lodging, breakfast, and dinner for the photographers. Martin also will set up a ‘scavenger hunt’ of photos from around the county he would like, and the photographers will set out to find the shots to give to the CVB. Many photos will be taken at the fair, but also other areas in the county. This will help supply the CVB with updated photos of the county’s events and attractions. Martin expects to get at least 20 great photos from each photographer.
18. **Social Media Goals for 2023 – Morgan:** As stated above, a marketing committee comprised of Morgan G., Sarah L., Sandra B. and Martin H. will meet and present the board with these goals in March.
19. **Cassie & Richter Entertainment – Grape Stomp:** The Calaveras Grape Stomp is celebrating its 30th anniversary. Martin (CVB) and Sandra (CWA) are considering expanding the event this year to include more events over a three-day period. This is still in the talking stages, and nothing is set or decided.
20. **Museum Update:** The Clampers will be at the Museum on March 4th for their annual visit and chili cookoff. The Clampers organization repaired the misspelling on the Emily Stemler monument. The Clampers donate about $3K to the museum every year. The Angels Camp Museum Foundation has decided to have a Night at the Museum dinner ‘Friend-raiser’ sometime in August. The event will be organized by Debbie Ponte on the Foundation board and will work with CVB staff and board members if there is an interest. The City of Angels Camp is in discussion with the Angels Camp Museum Foundation to create an MOU. An MOU will create clear responsibilities and expectations for the ACMF, the City of Angels Camp and its agents. Martin received an estimate from Rutledge Security for a new security and fire alarm system. He has presented the estimate to Rebecca who will present to the Angels Camp City Council for discussion and decision.
21. **Wayfaring Signs:** Still being decided. Murphys residents do not want the Murphys Hotel on their sign. Martin feels adding arrows pointing the way to downtown Murphys would be a great solution to direct visitors looking for downtown Murphys.
22. **Policies and Procedures:** Martin H., Jessica and Linn are still working on this project. These need to be updated to include the operations of the AC Museum and the new Murphys Information Office.
23. **Board Members Updates**

**Sandra Beals:** Jody J., Susan W., and Sandra B. are making the VIP swag bags for the World Pro Ski Tour event. Guess How Many corks contest to collect emails. Spring Wine Weekend ticket sales are open and 300+ tickets have been sold already. Last year 800 tickets sold out. Sandra expects 800 to sell again, possibly increase to 1000 this year. Calaveras Grape Stomp is celebrating its 30th anniversary this year. CWA is hoping to have more vineyard education and field trips and will spotlight a varietal of the month. Sandra requested that Realtor Outreach be added to next month’s agenda.

**Mark Silverstone:**  Everything is crazy busy right now getting ready for World Pro Ski Tour with a global audience. Bear Valley is expected to get a little bit of snow on Friday, but for the most part the weather is supposed to be great skiing conditions.

**Susan Weatherby:** The Calaveras Chamber of Commerce is holding a mixer on February 22nd at the Angels Camp Museum. The leadership program has 12 people and will hold their first meeting in April.

**Kathy Collins:** Her Airbnb is picking up and people are starting to visit the area. Reservations are not just for times when events are happening in the county. Real estate is still the same, but maybe picking up a little bit.

**Morgan Gace:** Morgan would like to know if there is a way to bring Calaveras lodging partners together at once to discuss lodging needs. Martin has tried two times since 2020 to create a summit meeting, however only about 2-3 people attended. Gold Rush Tour Co. is starting to see an uptick in business and inquiries. They are sold out for the Hank Williams Jr. concert at Ironstone. The attendance for each concert determines whether GRTC can do a shuttle back and forth to Murphys lodging or if they have to book a one-stop and done shuttle. GRTC is also booked for Irish Day. They have a new offering- the Whiskey Wagon which runs on Thursdays from 530 to 1130 pm from the Miners Lounge in Angels Camp to the Lube Room in Dorrington. It’s $75 per person, and they are thinking of a daytime concept of the same tour to include businesses that close between 5 and 6 pm.

**Amber Sprock:** Visitation has been slower this year than previous years. CBT is looking for Ski Week in February and Spring Break to bring visitors back to the park. The trail is fully open now, but there is some leftover flood damage so there is limited accessibility. CBTA is still working through processes to open the food truck in the park.

**Rebecca Callen:** The AC police chief will be a part of the leadership group with the Calaveras Chamber of Commerce. The AC City Council will present its strategic plan on February 21st. Calaveras County has been approved for hazard mitigation plan and is submitting claims for damages for residents and businesses. Angels Camp Trail is still underway – the environmental reports are done, and the right-of-way reports are being worked on now. The Highway 4 & 49 roundabout meeting was held February 8th to see if city residents want Caltrans to improve the intersection at 4 & 49 with a roundabout and also one on Francis. This will help with access to homes and property and will help the city grow more cohesively. Caltrans will pay for the project if it’s done now and will include bike lanes and sidewalks.

**Kathy Gallino:** The last round of COVID relief grants open February 14, 2023. Small businesses can apply online at the county website. There is about $49K left for businesses. Carol Rolleri has reached out for help at the Murphys Park. There is a great deal of vandalism, and they community organization needs help purchasing security cameras and monitoring at the cost of approximately $60 per month. Kathy G. requested the CVB make a presentation to the BOS in April. Morgan will lead the presentation and Jessica will attend to answer any financial questions. Presentation date to the county BOS is April 11th and the Angels Camp City Council will be April 18th.

**Aaron James:** Visitors are planning the summer campouts already. The forest service is seeing an increase in visitors this month. Aaron hopes to the 2022 visitor information data compilation finished soon. Highway 4 is being groomed for snowmobile trails on Thursdays and Sundays. Spicer is groomed on Fridays. Sno-parks are busy and fill up quickly.

**Sarah Lundsford:** Love Your Pet contest is going on. The third Wednesday of the month is the Content Creator Café and learn how to utilize social media for organizations.

**Martin Huberty:** Cannabis Tourism – Martin reached out to several groups and legal growers as well as the GCVA, CWA, ACBA, etc. to get their perspectives on Cannabis Tourism. Most people did not think it was a viable industry at this point and not financially interesting right now. Morgan said she has had some unsolicited inquiries at Gold Rush Tour Co. if they provide cannabis tours. While it is a cutting-edge industry, there are lots of logistics to be figured out, and the tour season is only really about 8 weeks long. There is no financial return for county dollars.

**Jody Garcia:** Good Morning Calaveras has started again, and they are looking for people to spotlight.

**Jeremy Leonard:**  Not present.

**Gina Wisecarver:** Not present.

**Meeting adjourned :** Meeting adjourned at 10:51 AM. Next meeting will be March 9, 2023, 8:30 AM at 753 South Main Street, Angels Camp, CA 95222 or via Zoom Video Conference.