



## Board of Directors Meeting Minutes

April 13, 2023

Via Zoom Video Conference 8:30 am

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

Board Members Present: Morgan Gace, Sarah Lundsford, Jeremy Leonard, Kathy Collins, Mark Silverstone, Sandra Beals

Absent Members: Kathy Gallino, Susan Weatherby, Rebecca Callen, Amber Sprock,

CVB Staff Present: Martin Huberty, Jessica Johnson

Advisors Present: Aaron James, Allison Nilsen

1. **Approval of March 2023 minutes:** Jeremy L. motioned to approve. Sarah L. second. All approved. None Opposed. Kathy C. abstained since she was absent from March's meeting.
2. **Approval of March 2023 financial reports:** Kathy C. motioned to approve the financial reports. Sandra H. seconded. All approved. None Opposed. None abstained.
3. **Domo Madden Media Website Report:** Calaveras was named one of the top 16 places in the United States to see wildflowers in USA Today. The CVB interacted with 790 people at the Visitors Centers in March and took 160 phone calls. Placer AI's numbers are going to go down due to economic concerns and people who are spending money to travel may choose air travel over road trips. DOMO report shows clicks are down from March 2022 over March 2023. What people are looking for is Things To Do in Arnold, Angels Camp, and Murphys. Our social media numbers are down between contests. The next campaign should show numbers up again. China and India have over 700 million people now considered middle class with expendable income who are traveling. Martin did a brief presentation of the depth of information Placer AI gives. As an example, Martin showed Main Street Murphys visitation in 2022. Over 232,000 original visits, but there were over 575,000 total visits showing people are returning to the area. The number of visitors is probably higher because these numbers do not account for people without smart phones and children. Placer AI will also show the Top 100 zip codes where visitors came from.
4. **New Business:**
  - a. **Susan Campi – Grants for Local Organizations:** Susan Campi is a grant writing specialist who worked with several companies in the Silicon Valley. She now lives in Angels Camp

and has offered to work with the Angels Camp Foundation with grant writing. She will be meeting with Martin on Tuesday, April 18<sup>th</sup> at 1:00 pm to discuss CVB grants that the CVB wants to set up for organizations using the leftover COVID funding. The grants would be for sponsoring Calaveras events to help draw visitors to the county. Susan will advise how to make sure applications, reviews, and awards are done correctly. Right now, this is a one-time project, however the CVB can decide at a later date if this is something that should continue. Once the grant processes have been set up, the CVB will communicate with organizations how to apply for the grants.

- b. POS System:** The POS is almost 7 years old and needs to be updated. Quickbooks has notified CVB that their POS will expire October 2, 2023, and no new updates are available. This means the POS will no longer communicate with Quickbooks desktop thereby doubling the work. Jessica feels the best option is to convert to Quickbooks Online and bring on Square POS system. Sandra agreed by saying both systems work well together. Jessica would also like to include a Square POS in the Murphys office. Jessica will bring the cost to the next board meeting for the board to vote.
- c. Hook Line & Thinker Raise:** HLT has been working for the CVB for almost two years and has requested a raise, mainly which would go to Michael who has been doing all the CVB's social media. Sandra requested to meet with HLT who can give a presentation to show the value of what HLT brings to the CVB. Martin will set up the Zoom meeting with HLT and the CVB board.
- d. New Board Member – Lodging:** Martin has been looking for a new board member to replace Gina Wisecarver. Betsy Uttley with Wyndham cannot serve again for another year. Morgan G. and Sandra B. both suggested two different people from the Gateway Hotel at Copper Valley. Martin will reach out to them this month.
- e. Board Minutes:** The board meeting minutes are now online for 2022. Board meeting time, place, and days are also available online.

## 5. Old Business

- a. CVB Presentation for the City and County:** Jeremy, Sandra, and Jessica will be giving the presentation to the Board of Supervisors on April 25<sup>th</sup>. The CVB board is welcome to come to the meeting to support the CVB and speak if they feel so inclined. Martin showed preliminary slides of the presentation which are subject to change. All of the CVB board felt the presentation offered a good snapshot of what the CVB does and how it is marketing the county for tourism.
- b. Placer AI – Training:** Monday, April 17<sup>th</sup> at 3:30, Martin will meet via Zoom with the CVB marketing committee and Colin with Placer AI to do some training with the program.
- c. Back to Nature Campaign:** The Back to Nature Spring Edition campaign will begin on April 23<sup>rd</sup>. The winter campaign did amazing, and the CVB received some great photos that can be used for content.
- d. Mountain Biking Blog:** Molly with HLT is putting out a press release for Mountain Biking in Calaveras. Jessica will make sure that our county bike shops are all included. Sandra B. suggested making the biking theme geared more towards safety and accessibility and off-road.
- e. Tales of Calaveras – Take 2:** The first Tales of Calaveras was so well received, and there has been lots of voices asking for the next one. Martin would like to use film commission funding to create the next one which will focus on women from Calaveras. Funding will also be coming from the Calaveras Community Foundation and the Old Timers Museum. Martin is hoping to get the same crew back that made the first film.

- f. **Daniel Tallent – Guide Update:** Martin and Jessica will meet with Daniel again on Monday at 1:00 pm to get an update from Daniel and to give him direction how we want the guide to go at this point. We are getting close to having a prototype that Martin can start showing Calaveras organizations. The guide is getting a more magazine feel which will include cut-out photos, stories, and new photos from the Spring Photo Shoot Out.
- g. **Spring Photo Shoot Out – Black Bear Inn:** 5 professional photographers are coming up for Frog Jump and staying at the Black Bear Inn. Martin will have a photo “scavenger hunt” or shot list ready for the photographers for areas around the county. Also, they will be focusing a lot on getting photos from the Frog Jump and county fair.
- h. **Museum Update:** The Angels Camp Volunteer Fire Department exhibit will be dedicated on May 7<sup>th</sup> at 11:00 am to Roy Sorracco. The City of Angels Camp and the Foundation are still working on their MOU. Gold Electric has repaired the short in the Carriage House so it is much lighter in the building. They are also creating an estimate for work to change all of the lights in the Carriage House and the Pole Barn to LEDs. The cost for the work is covered in a grant from the CPPA that Emily Dondero wrote for the museum and was awarded. The museum has until July 1, 2024 to get the work completed. The museum had a work day to get some heavy labor jobs completed. The museum is now focusing on getting the foundry exhibit, the new kitchen exhibit, and painting the Frog Jump mural on the sidewalk to replace the damaged material that used to be the Frog Jump.
- i. **Wayfaring/Monument Signs:** Martin is still waiting to see the latest designs. Grant Armstrong submitted a design that showcases the best of Murphys.

## 6. Board Members Updates

**Sandra Beals:** The CWA is only 55 tickets away from their goal of 500 tickets by April 15<sup>th</sup>. The CWA website shows the additional events and added values that come with the SWW wristband. Sierra Foothills Wine Competition is coming up. CWA is planning for the wine pavilion at the fair. May 6<sup>th</sup> is the memorial for Doug Brown at the Angels Camp Museum and CWA will be donating wine. Murphys Community Park had their annual clean up day which included painting the building and adding sod. The rains this winter completely washed out all of the grass that was there before. Some ideas going forward in the park is to paint some of the rocks gold and plant a small demonstration vineyard. The Murphys Office looks great with the Murphys history signage and shelving sponsored by the CVB.

**Mark Silverstone:** Bear Valley is closing on April 16<sup>th</sup> with a total snow accumulation of 82'. Snowmobile event SledFest is on April 23<sup>rd</sup>. Bear Valley has to deconstruct the downhill skiing for the snowmobiling. Cross country skiing is open until possibly May depending on conditions. SledFest has about 500 participants from the surrounding area, Reno, and Lake Tahoe. The ski company that owns Dodge Ridge and China Basin has submitted a letter of interest to purchase Bear Valley. The two resorts will honor Bear Valley season pass holders to ski at their resorts. Long time Bear Valley residents have positive thoughts and are optimistic about the direction possible with the potential buyers of the resort.

**Susan Weatherby: Not present**

**Kathy Collins:** Kathy said real estate is picking up, and her Airbnb is staying booked. The Calaveras County Garden Club held their cooking class at Querencia Inn. Tablescape will be held at Ironstone on May 10<sup>th</sup>.

**Morgan Gace:** Morgan said she Gold Rush Tour Company isn't getting as many bookings as they were at the beginning of the year. Morgan and Sarah Oskey will be hosting the Jr. Frog Jump Kiddie Parade this year.

**Amber Sprock: Not present**

**Rebecca Callen: Not present**

**Kathy Gallino: Not present**

**Aaron James:** Stanislaus Forest Service put out a request for public comment regarding clearing hazard trees from the Forest Supervisor. Also, the forest service would like public comment regarding the OHV grants to develop more trails for hiking and biking. By law, the Forest Service can only maintain legal trails. Highway 4 from Avery to Bear Valley this year will see more snowmobile use because Cal Trans incorrectly cleared snow on Highway 108 in Tuolumne County. There is a forced order to close all seasonal forest roads until May 31<sup>st</sup> due to the amount of snow.

**Allison Nilsen:** Allison was introduced as the advisor from the Calaveras Stanislaus Forest to the CVB. She has been at the front desk with the forest service for a long time and has extensive knowledge of the area. Springtime offers a large variety of outdoor activities such as snow sports, golf, swimming, all at the same time. Lake Alpine is closed for snowmobiling. Cal Trans is busy getting the snow wall removed in order to open Highway 4 in the target month of June. Hazard trees and lots of snow is slowing the opening of campgrounds. The forest service is directing people to New Melones for now for hiking opportunities since not many trails are accessible yet at higher elevations. Allison asked CVB to change the ranger station hours on the CVB website to be Tuesday through Friday, 9:30 AM to 3:30 PM.

**Sarah Lundsford:** CCTV is busy with Tech Tuesdays at the Calaveras Senior Center. Manzanita Writers Press helps sponsor the program, offering help with tech and media with Sarah. 2<sup>nd</sup> Content Creator class on Monday, April 17<sup>th</sup> 4:00 to 5:30 for late teens and early 20's group and includes developing journalism and story-telling skills. There are opportunities for a per diem for teens to film for the county through Manzanita Writers Press and CCTV.

**Jeremy Leonard:** Jeremy is getting lots of entries for the Destruction Derby. 22 cars are currently signed up for the event. Jeremy will also have a Limo Derby Exhibition between six limos and Powder Puff group where top winners can compete for prizes in the Main Event. Jeremy has created custom belt buckles for the winners. He is promoting the event with videos. He's also looking for sponsorships, and CVB would like to become a sponsor. Martin and Jeremy will discuss further and come back next month with an amount. Sarah and Martin will look for video footage of past derbys. Sarah also suggested including a Go-Pro with one of the drivers for some fun video.

**Meeting adjourned : 10 :16 AM. Next meeting scheduled for May 11, 2023 at 753 South Main Street, Angels Camp, CA 95222**