



Board of Directors Meeting Minutes

May 11, 2023

Via Zoom Video Conference 8:30 am

The meeting was called to order at 8:40 AM by Morgan Gace.

Board Members Present: Sandra Beals, Susan Weatherby, Rebecca Callen, Amber Sprock, Morgan Gace, Sarah Lundsford, Kathy Gallino, Kathy Collins, Mark Silverstone, Jeremy Leonard

Absent Members: Gina Wisecarver

CVB Staff Present: Martin Huberty, Jessica Johnson

Advisors Present: None

1. **Approval of April 2023 minutes:** Kathy C. motioned to approve with corrections. Jeremy L. second. All approved. None Opposed. None abstained.
2. **Approval of April 2023 financial reports:** Susan W. motioned to approve the financial reports. Kathy C. seconded. All approved. None Opposed. None abstained.
3. **Domo Madden Media Website Report:** We will wait until after the fiscal year to discuss a raise for the work Hook Line & Thinker does for the CVB. Click-thru is less for April 2023 than April 2022. However, April 2023 is quite a bit higher than March 2023. Things To Do in Angels Camp is the most searched topic on the CVB website. Second is Things to do in Murphys and third is Things To Do in Arnold. Events are still what bring people back to the area. Facebook is getting a huge response from the Back to Nature – SPRING campaign. Hook Line & Thinker is putting out a QR code on social media for CVB for organizations to include their events on our website. Martin would like to see more followers on social media. April visitation at the Angels Camp CVB office was 1,112 and 218 phone calls. The Murphys CVB office interacted with 879 people. In April, the Museum had two field trips with approximately 50 students & chaperons each, Spring Wine Weekend, the CVB (Jessica & Linn) interacted with 383 people, and the Ragin Cajun Festival (Jessica & Martin), the CVB interacted with 193 people. Since January 2022, the CVB has posted 35 blogs on the website. District 1 had 14 mentions; District 2 had 15 mentions; District 3 had 20 mentions; District 4 had 16 mentions. Placer AI is showing that there is an uptick in tourists visiting the county in April.

4. **New Business:**

- A. 2023-2024 Budget Review:** The CVB's mission is to market the businesses and events that organizations develop to draw in tourism. After reviewing the proposed budget, suggestions and revisions were made, and the discussion is tabled until Tuesday, May 16, 2023, for a review and board vote. Martin will be making a presentation to the Angels Camp City Council. Someone from the CVB will read a prepared statement along with the proposed CVB budget at the next Board of Supervisors meeting.

5. **Old Business**

- A. Spring Photo Shoot Out – Black Bear Inn:** The Photo Shoot Out – Five photographers are coming up during Frog Jump to take professional photos around Calaveras County. The desired outcome is to have these photos for the 2024 Visitors Guide and the CVB website.
- B. Grants for local organizations:** Martin asked the board for direction in regard to the funding saved during COVID. Rebecca C. suggested having a Community Events Award Program to help businesses and organizations bring events to the county that will help increase tourism and visitation to Calaveras. Rebecca will forward the City of Angels Camp's criteria for awarding funds to organizations, and the CVB can work from their example.
- C. POS System – Jessica's Phone:** Quickbooks POS is going to be obsolete in October of 2023. Jessica has researched the most cost-effective and seamless solution is to switch the POS to Square which will integrate smoothly (hopefully) with Quickbooks Online. Martin suggested purchasing a phone for Jessica to use for work phone calls.
- D. New Board Members:** Sandra Beals (formerly Hess), Jeremy Leonard, and Mark Silverstone have served their fourth term and need to go off the CVB board per the bylaws. Gina Wisecarver from Wyndham has not been to any of the CVB meetings and will need to be replaced in July. Four positions total need to be filled on the CVB board, so if anyone knows of someone who might be a good fit, have them reach out. The CVB would like to have representation from District 1, 3, and 4 preferably from lodging, restaurants, attractions, and wine industries.
- E. Mountain Bike Blog: Table for June Meeting**
- F. Tales of Calaveras:** Martin has received lots of interest in the film commission making a Tales of Calaveras: TAKE 2 film. Martin will be working on this and hopes to bring in more, if not all, women to tell their stories of living in Calaveras County.
- G. Daniel Tallent:** Martin and Jessica are meeting with Daniel again this month. Daniel will be presenting a mock-up that Martin can take to different businesses to hopefully get them to engage in the guide.
- H. Museum Update:** The Museum held a dedication of the new Angels Camp Volunteer Fire Department exhibition to long-time member of the Volunteer Fire Department, Roy Soracco. About 30 people were in attendance, and Assistant Fire Captain from Sugar Pine, Jim Krussow, brought old relics of the fire department for viewing as a special exhibit for the day. The City of Angels Camp is still working on an MOU between the Museum Foundation and the City. Martin hopes to get an update from Caroline Shirarto soon. The lights in the Carriage House and Pole Barn have received a bid from Gold Electric to replace all of the florescent lights with LEDs. The City just needs to approve the bid, and we can go forward. May 7th the museum foundation had their last lecture

of the season Art in the Goldrush by Kristopher Mandell. The painting of the giant Frog Jump was created by local artist, Staria Stine and it has been a HUGE hit with kids and families. The Foundry exhibit and kitchen exhibit are next on the list and currently in progress.

6. Board Members Updates

Sandra Beals: CWA is having its next “Next Gen” meeting at Hovey Tasting Room. Join them for “Tempranillo and Tacos” May 30th at 5:30 PM. Sandra had to leave the meeting at 9:30 AM.

Mark Silverstone:

Susan Weatherby: On the Right Track events at Calaveras and Bret Harte High Schools went very well, and Susan thanked everyone for their support. The Chamber’s Annual Dinner was successful and made money! The History Leadership group toured the Calaveras Museum and the Angels Camp Museum this month. The Chamber Mixer is at the Ranch House May 11, 2023, at 5:30 to kick off the Frog Jump. Try to make it, it’s a chance to meet Theresa, the new CEO.

Kathy Collins: Calaveras Garden Club had a wonderful fundraiser luncheon at Ironstone Vineyards to raise money for scholarships for Calaveras and Bret Harte High School seniors studying agriculture in college. Airbnb seems to be picking up and getting more 3-day stays rather than just 2 days.

Morgan Gace: Morgan is working at St. Joseph’s in Stockton in the PR & Communications department. Gold Rush Tour Co. is picking in some areas, but not in others. GRTC has bookings through October.

Amber Sprock: NOT PRESENT (had to leave early)

Rebecca Callen: The Jr. Frog Jump is being held at Utica Park from 11:00 am to 2:00 pm. The Frog Jump parade is on Thursday. Finished the contractor site review of Utica Park renovation – where to put things and how to best stretch the \$3,000,000 grant money and donations. The City purchased the Lightner Min property which could be the location of the amphitheater or more parking depending on costs. Commemorative benches are being built from some of the trees that had to be cut down. The City is also working with Cal Trans on the sidewalk projects. Sidewalks and bike lanes are being installed so they span all Main Street/Hwy. 49. Crosswalks will be lit up and ADA compliant. Progress and information about the mobility projects of 4/49 and Francis/49 are being put on the City’s website as it becomes available. The City will continue to try to purchase property to increase parking downtown. The City has been approached by some property owners interested in annexation.

Kathy Gallino: Calaveras County has a new CEO, Theresa Hitchcock. Kathy is working on broadband grants. A new hotel is coming soon to San Andreas across from Treat’s grocery store. Small Business Week is April 30th to May 5th.

Allison Nilsen: NOT PRESENT

Sarah Lundsford: CCTV is getting busier. An internship is going to be made available in July through Motherlode Job. This is in addition to the position with Manzanita Press to record histories of people in the county. The filming is going to be done in a different style than Tales of Calaveras – studio interview rather than Tales of Calaveras documentary style.

Jeremy Leonard: The destruction derby has LOTS going on this year. Jeremy thanked Sara for the video she made to promote the derby. The car count is growing, and the Limo exhibition is receiving lots of interest. Gateway donated a belt buckle for the Limo portion of the derby. Kids' Powerwheel derby winner gets a buckle and \$100 prize as well as participation awards to the kids who take part. Plus, the derby will have a quad and 4-barrel race and an entertainer between heats. The whole event is 4-5 hours with something always going on. Jeremy hopes to have a Jumbo-tron type screen for next year's derby. Whiskey Slide Excavation is still working with homeowners to provide wood chipping fire debris from homeowners' property. This grant from the Fire Safe Council is available until funding is depleted.

Gina Wisecarver: NOT PRESENT

Meeting adjourned : Meeting adjourned at 10:22 AM. Next meeting will be June 8, 2023, 8:30 AM at 753 South Main Street, Angels Camp, CA 95222 or via Zoom Video Conference.