



## **Board of Directors Meeting Minutes**

November 9, 2023

3286 Vallecito Bypass Road, Vallecito, CA and  
Via Zoom Video Conference 8:30 am

The meeting was called to order at 8:56 AM by Morgan Gace. The CVB board and staff were introduced to each other before the meeting began since there are new board members and new staff members.

Board Members Present: Morgan Gace, Tom Hix, Jeff Stai, Susan Weatherby, Amber Sprock, Kathy Collins

Absent Members: Betsy Uttley, Bonnie Randall, Katie Abresch, Mary Jane Genochio

CVB Staff Present: Martin Huberty, Jessica Johnson

Advisors Present: Jamie Andriola, Calaveras County Representative; Rebecca Callen, City of Angels Camp Representative

1. **Approval of October 2023 Meeting Minutes:** Kathy C. motioned to approve with date corrected. Tom H. second. All approved. None Opposed. None abstained.
2. **Approval of October 2023 financial reports:** Kathy C. motioned to approve. Tom H. second. All approved. None Opposed. None abstained.
3. **Domo Madden Media Website Report:** Martin hasn't received corrected reports from Madden Media who are on a corporate retreat this week. Martin will send a report to the board next week. In October there were 285 CVB visitors, and 424 visitors went through the museum. There were 366 visitors at the Murphys Information Center. There were fewer phone calls, but very strong walk-in numbers. Rebecca C. suggested everyone do the ½ hour to hour webinars on Placer AI because they are valuable for businesses and economic development. There are recorded webinars available that can be watched on later dates. Placer AI – Jessica will create gocalaveras emails for Jeff Stai, Susan Weatherby, Kathy Collins, Amber Sprock, and Tom Hix to access Placer AI webinars.

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4. **Marketing & Social Media – Molly & Michael from H, L, & T:** Recent media placement is in the Stockton Record about where to view fall foliage and Sac Magazine about a day trip to Mokelumne Hill. Calaveras Visitors Bureau hosted travel journalist, Randy Yagi, who put out three stories – Haunted Places in Calaveras, Top 10 Attractions in Calaveras, and the Calaveras Grape Stomp on Trending Travel and Google News both with huge circulation. HLT sent links to the CVB board to read all the articles. Martin thanked Tom Hix and Gateway Hotel for hosting Randy Yagi who also sent in a thank you note for hosting him. The December Issue cover of Diablo Magazine will be winter sports, and Calaveras will be included in this issue. Jenny Pryor is the travel writer for Diablo Magazine. HLT will send out a Winter Sports pitch in November, and if anyone has ideas, please submit them to HLT. HLT wants to present something to Visit California for their Things That Are Golden upcoming theme. Molly and Michael will work with Martin and Jessica to come up with ideas for press releases for the Visit California theme. Molly asked that the CVB board contribute ideas for Valentine’s Day and President’s Day pitches to put out in December/January. Also coming up is Women’s History Month in March and this is a good tie-in with the Colorful Characters of Calaveras County campaign for 2024. Molly would also like to pitch fishing in Calaveras County. Jessica will send her links to CVB blogs and California’s free fishing days. Recap October social media – outperformed September with reach. New social media followers were equitable to September in October. Increased numbers in September – using different hashtags has helped with performance and reach. Upcoming content - Chili cookoff in Copperopolis and the AMA West Hare Scramble will get another push, and Thanksgiving dinners and upcoming Christmas events. Upcoming November blog content from CVB to be used on social media – Holiday event and meals, Holiday Shopping Guide. Moving into December – Skiing, Sledding, and Snow Play, Ringing in the New Year, and the upcoming CVB Calendar and Guide. Then a “Did You Know” about Valley Springs, and other towns. So far, a few towns are getting great traction and popularity. Michael suggested doing giveaways with a “Tag a Friend” to increase numbers. Maybe do a quarterly giveaway and focus on small businesses. Rebecca suggested promoting BOGO gift cards funded by the City of Angels Camp for businesses enrolled within the City. Tom H. reminded Michael about Copper Town Square tree lighting and toy drive. Tom H. of Copper Valley Properties also offered golf and gift certificates to go towards the CVB giveaway. The Quarter 4 Back-

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to-Nature contest will end next week, and Michael will send photos to the CVB board to vote for their favorite.

5. **Old Business:**

- a. **Event wrap up: Dia De Los Muertos, The Vow** – Amazing turn out for Dia De Los Muertos in Murphys. This event was family-friendly and showcased the cultural importance of the holiday. Jessica attended The Vow bridal event in Jamestown. Martin feels it's important to encourage wedding guests to come back to Calaveras to visit and/or stay and engage more in the county's businesses and attractions.
- b. **BOS & The City update dates:** Jamie A. and Jessica J. will be making a CVB presentation to the BOS on November 28, and Martin will make the CVB presentation to the City on December 5.
- c. **Gold Country Regional Advisory Committee:** – Martin wants to know if anyone on the CVB board is interested in being contacted by the committee regarding putting together a strategic plan to increase tourism in Gold Country. Let Martin know who would like to have a conversation with the committee, and he will include board member contact info. Martin feels it's important for the committee to understand Calaveras because we are so different from Los Angeles and larger populated areas.
- d. **Guide Update:** We are a week behind getting the guide to the printer, but Martin wants to make sure everything is designed correctly. Martin and the graphic designer are out next week and should have the guide finalized and sent to the printer by the end of November.
- e. **Museum Update:** The Museum Foundation is coming to see the new Foundry exhibit on Friday, November 10<sup>th</sup>. Staria has done an amazing job curating the exhibit. Some of the wagons may go to Copperopolis on loan from the City of Angels Camp to tie the county together in a special space near Copper Town Square.
- f. **Ebbetts Pass Scenic Byway:** Martin met with their board and Michelle Plotnik, who has run this non-profit for many years. EPSB would like to partner with the CVB to help maintain the organization and keep the association going. The main thing the association does is plan and put on Hermitfest, and they would continue to be the organizers for the event. The CVB would promote the event and the byway – Arnold to Markleeville – and help with fielding phone calls and keeping their website updated.

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g. **Scavenger Hunt – Chamber Leadership Group:** This idea came from a Yosemite Gateway Partner meeting - a Scavenger Hunt for kids online who discover Yosemite, then look for things around the park online. This creates interest to visit the park in person, and Calaveras museums would like to do something similar. Through Susan’s leadership and the Chamber’s Leadership Group, a Calaveras online scavenger hunt would unite all the museums to bring kids and families to Calaveras to see “in real life” what they’ve discovered through their online scavenger hunt.

6. **New Business: Strategic Planning Session:** Morgan G. led this portion of the meeting. The outcome for today's meeting is to have conversations about how to strategically spend marketing dollars to reach quality tourists who will engage with Calaveras’ businesses and attractions. The goal is to create a document showing a one-year plan of how the CVB is moving forward to spend marketing dollars most strategically. Another goal is to move the needle and be proactive in marketing Calaveras. Morgan G. and Martin will extrapolate the information from the brainstorming session and formulate a strategic plan with goals for 2024. The plan will be presented to the CVB board at the December 2023 board meeting for review and adoption.

Meeting Adjourned at 12:36 PM. Next meeting is December 14, 2023, at 8:30 AM at 753 South Main Street, Angels Camp, CA 95222 and via Zoom Video Conference.

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