



Board of Directors Meeting Minutes

October 12, 2023

753 South Main Street, Angels Camp, CA and
Via Zoom Video Conference 8:30 am

The meeting was called to order at 8:34 AM by Morgan Gace.

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

Absent Members: Betsy Uttley, Bonnie Randall, Katie Abresch

CVB Staff Present: Martin Huberty, Jessica Johnson

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

1. **Approval of September 2023 Meeting Minutes:** Kathy C. motioned to approve. Susan W. second. All approved. None Opposed. None abstained.
2. **Approval of August & September 2023 financial reports:** Kathy C. motioned to approve. Tom Hix 2nd. All approved. None Opposed. None abstained. Jessica J. noted that she needs to confirm with the bookkeeper that the amount in Square Balance needs to be included with the Mechanics Bank Checking Account balance, that Square Fees should be moved to either Credit Card Fees or Software Subscription, and the Murphys CVB Office amount should be higher.
3. **Domo Madden Media Website Report:** September is 50% of people who were looking at the website last year at this time. Martin will be sending a newsletter out to CVB Constant Contacts next week. Martin asked Madden Media to pick up a remarketing campaign to drive traffic to the CVB site. Click-thru rate is awesome. Attendance is up in the county and visitor center. There were 1,408 visitors at CVB in Angels and Murphys, and 116 calls were fielded. This number does not include a 180-student field trip plus chaperones from Delhi school district who spent about \$3,600 at the gift shop and the Clamper event that brought about 50 people and \$500 in admissions. The final Farmers Market was on Sept 29th. PLACER AI – most of

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the other businesses are now registered. Businesses involved with the Chamber are now loaded.

Marketing & Social Media – Molly & Michael from H, L, & T – Secured 4 placements for Grape Stomp before the event which hasn't been done before two of which were San Jose Mercury News and Patch.com (millions of users). Working on Holiday Happenings – please email Molly and Michael everything from now until New Year's Eve that CVB would like to highlight. HLT expects to get holiday press release out in the next week to get placements before events. MICHAEL/SOCIAL MEDIA – Overall social media insights were strong in August with the Back to Nature contest. 112 new followers in September and greater than what was seen April to July. Michael is using more relevant and applicable hashtags on FB and IG per CVB board input. Michael is tracking using hashtags vs. not using hashtags, but Michael thinks there are more profile visits because of the use of hashtags. Content for end of October – heading into Halloween – heavy on Halloween events. Launching Q4 Back to Nature Calaveras for the Holidays to generate holiday related content. Paid boosts behind the Back to Nature campaigns and increase reach. Day of the River Dead on Nov 4th, Harvest Fest, Dia de Los Muertos, and Wine Hop in Angels Camp. Halloween Events blog by Jessica out on October 13th. Veterans' Day & Thanksgiving blogs are coming up. Holiday events will get large focus. The next campaign for 2024 will be Colorful Characters of Calaveras County focusing on historical and current personalities. Molly feels this will get lots of attention and engagement. Making it a calendar campaign could generate lots of content.

1. **New Business:**

Event wrap up: CVB sponsored - Grape Stomp: The event was well attended, well run, and it seemed everyone really enjoyed themselves. The 30th annual Grape Stomp held a tribute to Doug Brown who emceed 29 years of Grape Stomp. Street Fair was highly successful. Randy Yagi, travel writer was there, but Martin has not updated with him yet.

Lumberjack Day: Amy R. (CVB staff member) attended the event and represented the CVB. Amy loved the event and thought it was very well organized and lots of fun. The feedback she received from attendees was

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that it has mainly been a locals event. The event shows the potential of being a big tourist event. Martin said the CVB will promote, sponsor, and attend the event again next year.

Upcoming Events. Dia de Los Muertos & All Hallows Faire - CVB did not sponsor the All Hallows Faire, but CVB staff plans to attend. CVB to sponsor Dia de Los Muertos and have an altar at CVB Murphys office. On October 21st CVB thinks a lot of people may be visiting Murphys and has committed to making sure there are portable toilets and dumpsters just in case there happens to be a large attendance.

Randy Yagi. Randy is a world food and travel writer from Santa Cruz, and Calaveras was brought to his attention via HLT. Randy is also a writer for KCBS in San Francisco. Per Molly at Hook, Line & Thinker, he had a wonderful time in Calaveras, toured the Angels Camp Museum, Grape Stomp, Copperopolis, Big Trees, and Mokelumne Hill. Martin to talk to Molly for a complete update.

Strategic planning session date – Scheduled for November 9th after the CVB board meeting 8:30 to 12:00. Location TBD. Martin will announce to the board next week.

Newsletter. Martin is working with Jan Hovey to create the newsletter and will send it to everyone in the CVB Constant Contacts – the email addresses collected at the front desk in Angels Camp and Murphys, leads from Visit California, and emails collected online.

Ambassador Program for Social Media. Table to discuss at the strategic planning meeting.

BOS update during public comment. Jamie would like a CVB board member to attend. Jamie and Martin suggested the November 7th meeting. Jamie will give a presentation and a CVB board and/or staff member will be present to answer questions. The presentation to Angels Camp City Council November 21st by Martin and CVB board and/or staff member at 6 PM.

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Gold Country Regional Advisory Committee. Visit California is funding a group to study of the travel sustainability of the Gold Country Region. Martin has attended the two meetings so far and plans to attend each meeting for the next year. Martin will present the CVB board with the group's report at the end. The purpose is to end up with report that tells the best path forward for our area to focus on tourism to the area, and how Calaveras should develop to continue to attract and increase tourism to the county. Martin will bring this up in the next GCRAC meeting.

Angels Camp Park Tour – signage. The City is installing interpretative signs, historic pictures and information in the park that will include QR codes on signs and other sections of the park and make them interactive. This could also work on the historic buildings throughout downtown and historic markers throughout the county. The City would also like to make downtown walking trails interesting with signage that has the QR codes. But for now, the city will start with park. City wants to make it a free app and narrated scripts read by professional voice actor.

The City of Angels Camp will consider loaning four buggies and three wagons to Copperopolis Town Square if they can restore them. Rebecca C. will approach City Council with the proposition. Calaveras Chamber Leadership Group has started filming the Scavenger Hunt for seven museums in Calaveras that will be on the CVB website. Tom King from Big Behavior – CVB webmaster – is creating the scavenger hunt and putting it on the website.

2. Old Business:

Mountain bike Influencer trip. Martin met with Chris at BV Bikes. Getting his influencer to do a trip. Travel writer, Maddy Eccles is coming up the 13-15, and Martin is hoping to get her involved.

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Guide update. All major sponsors on board except for Greenhorn Creek so far. Pushing forward with more photos. Need to order 10K more guides this year so we need to sell more photos to pay for the additional cost. Martin and Jessica will format the guide with the graphic designer next week.

Museum update – Exhibits and Grants. The Old Timers Museum got a grant for the Albert Michelson exhibit. Historians in the area are very involved and excited. This will be a new exhibit this year in the upper building of the museum and fits in perfect with the CVB's new campaign of Colorful Characters. Martin thanked both the Angels Camp Museum Foundation and the Calaveras Community Foundation because the ACMF received a grant for the new Foundry exhibit from the CCF. Staria Stine has curated, designed, and built the foundry exhibit located in the Mining & Ranching building. She is also in the middle of the kitchen/mercantile exhibit in the old train exhibit sponsored by Angels Market. Martin thanked the City again for the retrofit of lighting in the Carriage House and Mining & Ranching building. A new fire alarm system will be installed by Signal Service one permits and plans are prepared. Rebecca asked for costs for display cases to be replaced, and she will request some funding from city council. During a CVB and museum staff meeting, the consensus was that the most important thing is hiring an archivist to do an inventory of the museum's artifacts. Rebecca suggested maybe partnering with county archives to find an archivist. The Museum Alliance is meeting again October 26th in the Carriage House. Bronte reached out to the museums in the Gold Country, and they will be collaborating on how to promote each other's museums.

Ebbetts Pass Scenic Byway. Michele P. spoke to Martin about the CVB and EPSB working together. Michele approached her board about partnering with CVB, and they would like Martin to talk to EPBS board about a partnership.

Scavenger Hunt – Chamber Leadership Group is creating videos. See previous notes.

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Board Member Updates:

Jamie Andriola: No updates

Mary Jane: Renegade and Hotel Leger are very busy planning Halloween and Turkey in a Barrel.

Jeff Stai: Day of the River Dead Skulls November 4th wine dinner at Alchemy. Working on dinner in December with new Cruscos in Angels Camp. Email for CVB board – set up group with all board members. Jeff will work with whoever is managing emails.

Tom Hix: Halloween event in Copper Town Square. Billboard in Farmington – add CVB website on billboard? Katelyn to update events. The hotel is very active and busy. The whole place is booked for golf tournaments next two weekends. Martin stated Randy Yagi loved the hotel.

Amber Sprock: Prescribed burning going on now. The planned burn yesterday had to be postponed due to rain, and the park is hoping to reschedule for Friday or Saturday. Still looking at South grove and doing a burn there. There's a small chance that there would be a closure of the north and south groves at the same time. Good visitor attendance, mostly from out of state and country. Christmas Tree permits are pulled through USFS.

Susan Weatherby: Hotel Leger is having a Halloween event. Susan suggested inviting the new Chamber director to the next CVB board meeting. Moke Hill Nuts is getting ready for the holidays! District 2 has five candidates for Supervisor. District 1 has three candidates. District 4 has only one candidate.

Rebecca Callen: Today at 1130 is a strategic planning implementation workshop from 1130 to 500. Also, it's the last day for city council applications to fill the current vacancy. The first community design review meeting for Utica Park is October 18th. On a monthly basis, the group will look at different elements of the park redo and expansion. Another release of BOGO with Small Business Saturday in November, and Rebecca is working with Jessie Gibbs on this project. The City is getting ready to release info for the benches downtown which are 4'

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long metal benches with the include the City's logo. The benches are narrow so not to impede ADA access. Garbage cans will be replaced with ones that are fixed to the cement. Wayfinding signs are still happening, but it is a county-led project, and they are waiting for one more design. Doing an RFP for construction of the signs, and the project will be done in 2024. Sending out mandatory water conversation requirements October 31 to November 4 for water repair to Angels Camp residents. The next council meeting is on October 17th and will include public interviews for City council candidates. The vacant building ordinance going through for commercial buildings. It's a way to incentivize property owners to clean up, sell, or rent empty commercial buildings. Major project updates for the public will be a topic at the next city council meeting. The City is sending two newsletters. Sign up on the City's website to get the newsletters. One is a general newsletter, and one is specific to the Utica Park project.

Kathy Collins: Real estate is the same – buyers, but no inventory, mostly Copper, Valley Springs, and Arnold. Airbnb was very busy through September. The Garden Club meeting happened yesterday, and they are moving forward with Murphys CVB office courtyard cleanup.

Morgan Gace: No update

Tana Howard had to step down from the CVB Board due to a new business venture.

Meeting Adjourned at 10:03 AM. Next meeting is November 9, 2023 at 8:30 AM at a place to be determined and via Zoom Video Conference.

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