



## **Board of Directors Meeting Minutes**

September 14, 2023

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

The meeting was called to order at 8:36 AM by Morgan Gace.

Board Members Present: Morgan Gace, Mary Jane Genochio, Bonnie Randall, Katie Abresch, Kathy Collins, Susan Weatherby, Amber Sprock

Absent Members: Tana Howard, Jeff Stai, Betsy Uttley, Tom Hix

CVB Staff Present: Martin Huberty, Jessica Johnson

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

1. **Approval of August 2023 Meeting Minutes:** Susan W. motioned to approve. Kathy C. second. All approved. None Opposed. None abstained.
2. **Approval of August 2023 financial reports:** Financial reports are not available as of this month's meeting date. The CVB changed to Quickbooks Online from the desktop version to accommodate a new POS. A new POS was required because the Quickbooks POS system becomes obsolete and unsupported as of October 3, 2023. Quickbooks found a glitch in their system that is affecting accurate reporting and has escalated the CVB and Sturm Solutions' concerns to Level 3 customer support. Jessica is working with Sturm Solutions (bookkeeper) to get the most accurate reports to the CVB board by mid-month for the board's review.
3. **Domo Madden Media Website Report - Marketing & Social Media, MOLLY & MICHAEL from Hook, Line & Thinker:** Social media numbers were excellent and up 275% in August due to the continuation of the Back to Nature Campaign. Summer's campaign received over 40 submissions and the previous range is about 30. The first round of voting was done last week and will be narrowed down this week for the final winners. Social media switched back to organic posting since September, so a dip in reach in the analytics was expected in September. This is completely normal when

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switching to organic posts rather than boosted ones. When the new campaign launches, expect to see the numbers rise again. In September, highlights will be Calaveras events – Blues and Bones Festival, the end of the Farmers Markets season, Fall Festival at the Angels Camp Farmers Market, Grape Stop, Lumberjack Day, Concours d’Elegance, Seasons in the Woods, and upcoming CVB blogs featuring Calaveras Golf, Fall Colors, Women Trailblazers in Calaveras. Moving into October, major themes will be Halloween events, Dia de Los Muertos, AMA West Hare Scramble in Wilseyville, Fall Mountain Biking, Haunted Places in Calaveras, Wine Hop in Angels Camp, Barn Dance, West Point Farmers Market and Murphys Farmers Market. Michael would like suggestions from everyone about local events. He requested ideas about what the board thought would be interesting about Calaveras businesses and telling stories about events, businesses, etc. Martin would like the CVB board to see the latest campaign’s photo submissions to vote for their top four favorite shots. MOLLY – On the public relations front, there were two placements with media in SF Bay Area for Grape Stomp, plus there is a lot of interest and engagement for this event. Next, Q3 HLT will do press releases for Calaveras events and points of interest. Molly also requested ideas from the board they felt were unique and maybe under-represented. In November, HLT and Martin are working on promoting 3-day winter road trip – ideas for great things to do during a winter road trip to Calaveras County. Gearing up for the 2024 Calendar contest – the theme will center around Colorful Calaveras Characters, Past and Present. Molly will send a list of interested travel writers to Martin.

#### **4. New Business:**

##### **A. Board Officer Elections - Conflict of Interest Statement and Contact info:**

Martin requested the 2023/2024 CVB Board to fill out the Conflict-of-Interest form and update their contact information. The correct board officers for 22/23 were: Morgan Gace – President; Kathy Collins – Vice President; Sarah Lundsford – Treasurer; Susan Weatherby – Secretary. Morgan G., Kathy C. and Susan W. will all continue their second term as the same officers for 23/24. Sarah Lundsford resigned from the board, so a new treasurer will need to be elected. The CVB Board will discuss who will take the treasurer position and table until October’s meeting or vote via email. Mary Jane G. motioned to keep the CVB board officers the same for FY 23/24. Amber S. seconded. All were in favor. None opposed or abstained.

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**B. Ambassador Program for Social Media.** – The marketing committee met in August to discuss how to increase social media presence for Calaveras. Morgan G. and the marketing committee would like each CVB board member to think of representatives from each district to promote events, businesses, and places of interest in each of their districts in Calaveras. The goal is to make this an enticing position to bring in candidates who want to help promote Calaveras' businesses, events, historic landmarks, outdoor recreation, attractions, etc. The ambassadorship would rotate every year. The committee discussed a possible small stipend to cover gas costs, free tickets to events, etc. and the ambassadors would provide content each month – stories, written, video, social media content, photos, etc. The CVB board/marketing committee would monitor what the ambassadors are submitting for content. Morgan would like to make sure to give special recognition for the position and feels it should be one to two people per district. She would like the board to bring nominations to the strategic planning meeting or give Morgan names and their contact info. Ideal candidates for the ambassador program will be creative storytellers who have a familiarity and understanding of social media.

**C. Scavenger Hunt – Chamber Leadership Group.** The Chamber Leadership Group would like to create an online scavenger hunt for Calaveras County to be on the CVB website. The idea comes from Yosemite's scavenger hunt that reaches people from all over the world. The hunt engages people to find places of interest in Calaveras, then go in person to find the item, take a photo, then upload to the CVB website. This will start with museums, then update with more each year. The cost is \$2500 for the CVB webmaster to create the scavenger hunt, and Martin will use the budgeted funds from Calaveras Events for the project.

**D. Ebbetts Pass Scenic Byway:** Martin met with Michelle Plotnik of the Ebbetts Pass Scenic Byway and Murphys Business Association. Michelle would like to partner with the CVB to get help managing the EPSB website and field phone calls. The EPSB association would retain its own board and finances and solely organize the Hermitfest event. Michelle is willing to present to the board how the CVB can partner with EPSB. Martin wants to know if the CVB board would like to hear the presentation. Mary Jane G. said she thinks the board should hear Michelle's presentation, and the board agreed.

**E. Strategic planning session dates:** Martin will look at available Thursday afternoons in October at the Avery Hotel for the planning session.

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**F. Three-minute BOS update during public comment:** Martin would like the board to make regular presentations to the BOS to increase communication between BOS, public, and CVB. Rebecca would like the CVB to also make the presentation at the Angels Camp City Council meetings. Jamie A. said she thinks making the CVB a short, agendaized presentation, given at the podium might be the best way to communicate enough information that could be included within three minutes. It also allows for questions and dialogue with the BOS, making communication even better and more transparent. Jamie will check with Theresa to see if Jamie is the right choice to make the presentation since she is the County/CVB liaison, or should she work in partnership with another CVB board or staff member.

**G. Jeff's special email for board members.** Jeff has a system about the board being on one email system. Table for next month when Jeff can attend.

5. **Old Business:**

- A. BMX Event:** The CVB promoted and sponsored the BMX races at the Fairgrounds. Martin briefly attended the event, and the Fairgrounds were full of RVs and motorhomes. Martin isn't sure if hotels and restaurants saw increased revenue because of the event, however gas stations and grocery stores did. Lots of families were at the event.
- B. Mountain bike Influencer trip:** Martin and Molly at HLT are still working on getting this trip organized and coordinating travel writers.
- C. Guide update:** The CVB is working with a new graphic designer for the 2024 Visitors Guide who is working on finalizing things and making the requested changes. Martin has monetized the photographs to help bring costs down and has offered to include QR codes with organizations who purchase an ad or photograph. The cost for a one-page ad anywhere in the guide is \$3000; ½ page ad and/or photo are \$1500 each anywhere in the guide; double page spread is \$3600 in the 'Where to Stay, Where to Eat, and Where to Play' sections. Ironstone has offered to take the 'Where to Play' space. Martin is going to advertisers with the new look to show the photos and ad opportunities in the guide. Martin feels the guide looks nicer with more photos showcasing businesses and events in the County. Next week, Martin will be going from Bear Valley to Copperopolis and Angels Camp to Valley Springs to talk to businesses about being in the 2024 Visitors Guide. Martin will offer to help organizations with photo ideas and ad creation. Jamie

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suggested listing the partnerships with Calaveras County and Angels Camp City Council and thanking them for their support for the CVB. Martin would like to include a photo of the CVB board and staff in one photo in the guide, welcoming visitors to the county.

**D. Museum update:** – Martin thanked Rebecca and the City of Angels Camp for getting the lights retrofitted in the Carriage House and Mining & Ranching building. Everything is so much brighter and cost-effective. Martin also thanked Rebecca and the City for their work to bring the utility savings for Q4. The Foundry exhibit is almost finished – Martin coordinated getting the cement poured in the back of the Mining & Ranching building with funds from the Angels Camp Museum Foundation. Staria (CVB staff member) is working on organizing and creating the actual exhibit, painting the back walls where the exhibit is, moving artifacts to make the exhibit interesting, etc. Museum staff are also working quickly to finish the kitchen and general store exhibits but will need signs. Martin has a bid from Signal Service to update the fire alarm system at the museum and will go ahead with the project. Rebecca agreed to proceed with the project. There was a great event and dinner with the new owners of Cal Lumber with partnership Frog Jump Laurie Giannini in the Carriage House put on by the Destination Angels Camp. It was about community and the importance of working together and how the new owners of Cal Lumber would like to continue the same tradition the Fullaways built. Having the Farmers Market here has really showcased the museum, especially to county residents.

#### **Board Member Updates:**

**Kathy Collins:** No update

**Rebecca Callen:** Gretel Tiscornia resigned from city council. The Council is meeting to designate someone to replace her. Working through the Utica Park work and hit a snag with the geotechnical report done in 2007. Underground mines could pose a concern, and the city and engineers are using an abundance of caution. The project has always been intended to take 2-3 years to complete, and that information was communicated before the project started. The city is pushing out information, and people can sign up for the newsletter on the city website to receive constant updates. The city is building park benches that have the City of Angels logo on them and granting the benches to downtown businesses to have in front of their buildings. The benches will only be 4 feet long and won't impede ADA access on the sidewalks. There will be a new round of the

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Buy One, Get One Shop Local program. Several ordinances are going to planning commission to deal with vacant buildings throughout the entire city. 1) Register as a vacant building; 2) 24/7 contact person must be available, and their contact information must be given to the City; 3) building must clearly advertise on the building who to contact to rent or purchase the building; 4) an annual fee will be assessed for vacant building code compliance violations 5) a person to contact who is maintaining the building must be on file with the City of Angels Camp. The hope is to get the buildings rented and bring in more businesses downtown where there is the majority of vacant buildings. COVID relief funds will pay for opaque window coverings showing history and building contact info and the new park benches. The Planning Commission will also be discussing limiting gas stations in Angels Camp. There are four now and there is interest to build more, however gas tax revenue has dipped drastically with more people driving electric cars. The Planning Commission does not want to build more gas stations only to have them become vacant. If a new station is built, they want a requirement to have a certain number of electronic charging stations.

**Amber Sprock:** Calaveras Big Trees had a busy end of season. During Labor Day weekend there were over 2000 cars and both campgrounds were full. The park will be wrapping up and closing campgrounds starting in October. A portion of the North Grove will remain open year-round. Prescribed burning will begin in fall, late October. PORTS – online resources for teachers booked in less than an hour. Portions of the North Grove trail still closed from Markers 3 to 7, and hopefully will reopen in early October. Jacob has the food trailer open on the weekends. CBTA trailer did well in the busier season but is struggling in the slower season. Jacob is working on in-park advertising to drive people to the food trailer which is located by Jack Knight Hall. Jacob will not be storing the trailer at the museum next year. He wants to find a place closer to the park with a little bit more security.

**Bonnie Randall:** Hinterhaus is being featured in the spirits industry's number one magazine.

**Morgan Gace:** No update

**Aaron James:** Forest Service is getting ready to do prescribed burns, but the exact dates are not scheduled yet - sometime in the fall. Mountain biking trail planning is still going on. Contact Aaron with any known trail networks for him to document because the more cohesive the trail plan, the better for mountain biking.

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**Susan Weatherby:** Susan is no longer with the Chamber Commerce, but she organized the State of the County event before she left. The breakfast event is at 8:00 AM at the Murphys Historic Hotel. Senator Avarado-Gil, Supervisor Gary Tofanelli, Copper Valley's Tom Hix, and Lisa Medina will all be speakers at the event. There are two more Music in the Parks events in Mokelumne Hill. The Scarecrow Contest is happening again this year. Turkey in a Barrel is being planned again.

**Mary Jane Genochio:** The Hotel Leger is hopping! The new owners have opened the bar and restaurant which are clean and wonderful. The new owners are taking very good care of the hotel and doing a great job with much enthusiasm. There was a great turnout for the soft opening of the bar on September 1<sup>st</sup>. The restaurant has a limited menu for now, a new roof over the entire building, and new bathrooms in each room. The hotel probably won't open until mid-year 2024. Historical Trust – there was a good community response to the phone book project. 400 4<sup>th</sup> graders attended CUSD's California History Day to learn the history of Mokelumne Hill, gold pan, gold mining, the jail, etc. 32 applications to Calaveras Community Foundation, and selections were made this week. Awarded applicants will be notified soon.

**Jamie Andriola:** The County is busy with different projects. She was excited to see the senator posted about giving \$200K to the Calaveras Animal Shelter. Jamie is now overseeing PATV since Sarah Lundsford resigned last month. Jamie hired Sarah Armstrong as full-time programmer for PATV. They are working to revamp PATV and give it a facelift to make it more relevant. County BOS will be voting to approve a Parks and Rec master plan at their next meeting.

Meeting adjourned at 10:47 AM. Next meeting is scheduled for October 12, 2023, at the Angels Camp Museum 753 South Main Street, Angels Camp, CA 95222.

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