



Board of Directors Meeting Minutes

October 9, 2024

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

The meeting was called to order at 8:37 AM by Mary Jane Genochio.

Board Members Present: Jeff Stai, Michelle Plotnik, Mary Jane Genochio, Kathy Collins, Betsy Stefani, Amber Sprock, Myrka Morales, Morgan Gace

Absent Members: Susan Weatherby, Tom Hix, Katie Abresch

CVB Staff Present: Martin Huberty, Jessica Johnson

Advisors Present: Jamie Andriola – Calaveras County Representative

Guests: None

- 1. Approval of September Board Meeting Minutes** – Michelle Plotnik motioned to approve September meeting minutes. Kathy Collins seconded. All approved. None opposed. None abstained.
Approval of September Financials – Michelle Plotnik motioned to approve September financial statements. Mary Jane Genochio seconded. All approved. None opposed. None abstained.
Numbers from September visitation. – The CVB met face to face with 991 people and fielded 106 calls. There were 100 people through the museum on field trips for September.
Review of Domo Madden and Placer AI report – Placer AI report not out yet, but Martin will send next week. The Domo Madden report is coming next week as well.
- 2. New Business:**
 - A. New Business: North Star Metric** – From Kris Barnard – Table for next month

CVB Mission Statement

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- B. Murphys Gathering, All Hallows Faire and Day of the Dead** – These are upcoming events in Calaveras County in the fall. The Mark Twain Wild West Festival is also taking place on October 12th. The Calaveras Visitors Bureau sponsors Calaveras events because they draw visitors to Calaveras, and the CVB desires to put Calaveras tax dollars directly back into the Calaveras economy. Martin would like to have a conversation with the legal counsel that also represents the Murphys Business Association to make sure the CVB is proceeding within all legal parameters.
- C. Recap Grape Stomp, Lumberjack Day, Concours, Oktoberfest** – The festivals were fun, but the weather was hot. The Street Faire was slow, and possibly needs some additional entertainment on the street to keep people on Main Street. Lumberjack Day was successful; however, the heat was an issue in West Point as well. Concours and Oktoberfest were successful, but again not as well attended as last year. Oktoberfest is more of a “locals” event.
- D. Lawyer for EPSB and CVB partnership** – Martin wants to create an MOU between the EPSB and CVB. Martin has contacted an attorney to review the MOU. He will bring the MOU to the board for their review once it has been drafted. There is a new round of federal highway grant funds available, and Michelle P. is looking into applying for them to benefit the EPSB. The Department of Transportation Scenic Byway department handles the grant funding and applications, and Michelle is working closely with that department.
- E. Sactown Digital & 3rd party social media posts** – Martin tried doing a digital ad through Sactown with a 2-night stay Calaveras lodging promotion and \$100 Calaveras business gift certificates. However, the CVB received only one call, so there wasn't a good ROI. Martin wanted to try it to see if it would create any new business but will not be doing it again. Jessica is posting on social media regularly. Myrka offered to help her with some Instagram questions. Our engagement is up from September of 2023 at 26.5K to 43.6K for September of 2024. The highest performing posts were for Mokelumne Hill itinerary and Trails of 49 horseback riding with over 139K impressions as of this morning.

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- F. Scavenger Hunt Live** The scavenger hunt is live. The main page of the CVB website, scroll down to the bottom, shows the seven Calaveras museums. A stuffed frog is hidden in each museum, and guests are to take a photo with frogs, then bring four photos to the CVB center to receive a prize.
- G. Big Frogs and Frog Hospital** – It's been 20 years since the large fiberglass frogs were done. Martin would like to take on the project to refurbish the frogs and create four or five new ones. The frogs are of high interest to visitors to Calaveras. The hope is to have the Angels Camp Museum act as the Frog Hospital for refurbishing the frogs by local artists. Owners of the frogs have expressed interest in getting their frogs refurbished. Michelle P. suggested student field trips to the 'frog hospital'. Mary Jane G. suggested having Calaveras and Bret Harte students create and/or refurbish one or more of the frogs.
- H. Weather impeding visitation** – Martin feels if Calaveras continues to have these incredibly hot summers, it's important to discuss how to market the events and have ways to cool off. The heat has kept many people away from the small towns this summer, but the high elevations saw record numbers of visitors according to Placer AI.
- I. 209 magazine – Danville Magazine** – Martin did a print ad in 209 which did well. Ted Johnson from Danville Magazine wanted to know if we wanted to advertise, but Martin felt there wasn't enough of a readership for the cost of the ad. Murphys Business Association's social media demographics have changed from mostly local followers to the South Bay/San Jose area being the largest number of followers. Los Angeles/Orange County is the largest social media demographic for the CVB. Myrka said Sacramento is the most difficult market to break into for Bear Valley, and they are hoping to gain some ground there.

3. Old Business:

- A. 2025 Visitors Guide – Jessica & Felicia** – Finishing up the guide this month. Martin and Jessica meet with Felicia next week to make sure all the corrections and changes are completed.

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- B. 2025 Calendar – Then & Now** – Martin is still creating the calendars which are not for sale. Martin feels businesses should have them in their establishments, and it helps to get people to commit to their events for the following year. Noah Berner, the museum’s archivist, has found some great photos of Then & Now areas around the county.
- C. Museum update – Foundry and Ward house move** – MTWWF is happening October 12th from 10 am to 3 pm. Debbie Ponte has worked very hard to organize the event and make it successful. Previous years, the event brought in 2,000 people. Also, Martin is still working with the City, et al to move the Ward house to the museum
- D. Paychex HR** – Jessica is meeting with Paychex again this week. The goal is to finish the updated employee handbook and confirm all other items are in compliance.

4. Board Updates

- A. Jamie Andriola** – Busy at the county and projects for end of the year. Martin asked Jamie if she would give a presentation to the BOS at the next meeting. Jamie wants board members and staff in the audience in case the board has any questions.
- B. Kathy Collins** – Not much is new. Garden Club is going well. She will find out if they are still interested in sprucing up the Murphys office’s yard. Kathy is interested in taking on the Murphys office project.
- C. Amber Sprock** – CBT lots of work happening now. South Grove is impacted by work with striping and pavement work. Octobr 7th – 20th cuts off access to South Grove to fix bridge. South Grove burn hoping for October 28th, but heat is a factor for window for the burn. Too hot or wet will deter the work. Food shack is closed for the season. Martin thanked Amber and CBT for their hospitality and tour for the Black Travel Alliance travelers.
- D. Jeff Stai** – Wrapping things up at Twisted Oak. Martin let the board know that Jeff gave the Museum the old store counter that was in the winery and stages from Twisted Oak. Martin will use them for the MTWWF, then use them for exhibits in the Mining & Ranching

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Building. Also, Jeff gave the CVB a pallet jack that has helped tremendously with moving the visitors guides in the garage.

- E. **Mary Jane Genochio** – At the Hotel Leger, all the rooms are up and running and are getting booked! Renegade is still going strong with all their events and live music. Music in the Parks was affected by the heat this summer, so turnout was lower than expected. Getting ready for Turkey in the Barrel on November 9th. Halloween, main street will be closed for local trick or treaters from 5-8. Hotel Leger is having a Halloween Party for adults and hoping to book the hotel for Halloween night.
- F. **Myrka Morales** – New BV website is now live! Working on getting all the information up and running. The Inaugural Bears and Brews event will be held at the Murphys Pourhouse on November 3rd to bring Bear Valley to Murphys. The poster is live on social media and printed posters from Gateway will arrive next week. The event is from 12-4 with Grover Anderson playing. Increase marketing efforts in the Bay Area for the next 60 days. Stronger push for Bear Valley for the Cali Pass but focusing on bringing skiers to Bear Valley. The hope is to entice the Tahoe market to BV. BV's new marketing slogan "California Sweet Spots" to show "sweet spots" along Highway 4 to visit. The World Pro Ski Tour is on the calendar for 2025; however, a few things need to get worked out. If things don't work out, BV would host their own Grizzly Bowl race, and more info will be available towards the end of the month. The two-page spread in the CVB guide focuses on Grizzly and the largest amount of snowpack BV has seen in years. BV is letting everyone know the snowpack is similar to Tahoe's. BV's projected opening is Thanksgiving weekend. May get a Sky Cam from Fox40 news which is free for now. The lodge has 30 bookings for December already.
- G. **Michelle Plotnik** – Events coming up in Murphys are The Murphys Gathering & Day of the Dead. Michelle met with CalTrans about a partial early opening of the Ebbetts Pass in the spring for only bikers and hikers, but the conversation is ongoing. She is working with Alpine County getting an MOU with EPSB and CVB.
- H. **Morgan Gace** – Nothing to report.
- I. **Betsy Stefani** – Nothing to report.

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J. Katie Abresch – Not present.

Meeting adjourned at 9:39 AM. Next meeting is November 13, 2024, at 8:30 AM at 753 South Main Street, Angels Camp, CA 95222 or via Zoom Video Conference.

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