



Board of Directors Meeting Minutes

September 11, 2024

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

The meeting was called to order at 8:40 AM by Susan Weatherby.

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

Absent Members: Tom Hix, Betsy Stefani, Mary Jane Genochio, Katie Asbresch

CVB Staff Present: Martin Huberty, Jessica Johnson

Advisors Present: Jamie Andriola – Calaveras County Rep; Aaron James – USFS Rep, Steve Williams – City of Angels Camp

Guests: Michelle Plotnik, Myrcka Morales

VOTE TO APPOINT NEW BOARD MEMBERS: Morgan G. motioned to appoint Michelle Plotnik as a new board member of the Calaveras Visitors Bureau. Jeff S. seconded. All approved. None opposed. None abstained.

Michelle P. motioned to appoint Myrcka Morales as a new board member of the Calaveras Visitors Bureau. Morgan G. seconded. All approved. None opposed. None abstained.

- 1. Approval of August Board Meeting Minutes** – Kathy C. motioned to approve July and August meeting minutes with corrections. Amber S. seconded. All approved. None opposed. None abstained. Michelle noted to change “TOT” to “Federal Scenic Byway Grant Funds”
Approval of August Financials – Morgan G. motioned to approve July and August financial statements. Kathy C. seconded. All approved. None opposed. None abstained. Martin updated Steve Williams that left over City TOT Covid funds went into the CVB Money Market savings fund.
Numbers from August visitation. – The CVB met face to face with 1023 people and fielded 125 calls.

CVB Mission Statement

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2. New Business:

- A. **Guide cover photo and group picture** - The votes are 7 to 7 for the two photos Martin submitted. The goal is to have the cover to represent all the Calaveras lakes as much as possible. Martin wants to redo the group guide photo and get everyone together this month. He will send out an invite with the time and place. The deadline to be included in the guide is September 20, 2024.
- B. **Lawyer for EPSB and CVB partnership** – Martin spoke to Travis Owens, business attorney, but he is unable to help us at this time. Martin is looking for another business lawyer who can assist with bylaws. Martin, Michelle, and Terry Woodrow would like to meet to create an MOU between the CVB, Alpine County, and the EPSB association regarding the partnership between CVB and EPSB.
- C. **Sactown Digital GCVA – billboard – Jeremy Maupin** – The magazine has distribution to 200,000 readers with an average income of \$170K. Martin is working to advertise with them digitally and may ease off the print magazine. Not sure yet and will continue to discuss. He's looking for a Bay Area magazine to advertise.
- D. **BTA Monday in Big Trees BMX - Hermitfest – Pride in the Park – GCVA** GCVA is meeting in Calaveras this month. GCVA is made up of the heads of each DMO of the nine Gold Country counties. Martin is going to suggest GCVA to pay for a billboard in the Bay Area for the Gold Country Highway 49 road trip.

Jeremy Maupin films and hosts nationwide programs. He's done 20-minute videos of the Angels Camp Museum, Ironstone, PAWS, and Frog Jump. His style is like Hewell Hauser's programs but with a younger flair. Martin wants him to film a road rally down Highway 49.

Monday, September 16th, the Black Travel Association of 9 writers will be visiting the county and touring with Martin. Amber S. will be touring and hosting with Martin.

BMX was amazing and a great event. Martin went on Friday, and the CVB guides were well received. Martin ordered new branded pop ups for the CVB.

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Hermitfest was incredible this year with great weather, and it was beautifully run and organized.

Pride in the Park was the same day in Murphys Community Park. Martin and Murphys Business Association would like to promote the event more since it wasn't well marketed in Calaveras. There were lots of vendors and entertainment, but not a lot of people.

- E. **Paychex HR** – CVB doesn't have a dedicated HR department, and we need some guidance from Paychex for HR, i.e. the employee handbook needs to be updated. Jessica presented the board with two options for Paychex HR programs that will give the CVB a dedicated HR representative, a new employee handbook, all state mandated training and safety plans. Michelle P. motioned to transfer \$7500 of the budgeted amount from social media advertising to employee training to cover the cost of the Paychex mid-level HR program. Kathy c. seconded. All were in favor. None opposed. None abstained.

3. Old Business

- A. **2025 Visitors Guide – Jessica & Felicia** – The QR code on the front of the 2024 guide is really being used. Susan W. suggested saying "complimentary" or "free" on the front cover to encourage more people to take the guide since it looks like a magazine. Felicia, Jessica, and Martin are meeting next week for the first round of edits. There needs to be more businesses to be involved in the guide. Betsy S. Wyndham approved a double page ad for Wynhdam in the 2025 Visitors Guide for WHERE TO STAY. Myrcka said she received approval for Bear Valley to take the double ad for "WHERE TO PLAY". Martin reminded everyone that TOT money does not pay for the visitors guide, it is paid for by organizations who want to be included in the guide. At the travel DMO conferences Martin asked other people if they still do printed guides. All of them advised the CVB to keep creating a printed visitors guide.
- B. **Social Media questions and updates** – Jessica is doing the social media now. Jamie and Morgan felt someone locally should be

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handling social media. Please give suggestions about what they'd like to see on social media.

- C. **Honey Trek results** – These travel writers have 400k followers and toured Gold Country last month. CVB received photos and videos that were beautifully done.
- D. **2025 Calendar** – The theme is Then and Now. Martin is working with Emma at the county archives for photos.
- E. **Museum update – Foundry and Ward house move** – The Mark Twain Wild West Festival will be held at the Angels Camp Museum on October 12th organized by the ACMF. Martin will be meeting with the Foundation on the 13th to show the Foundry exhibit and discuss MTWWF. Brad Sutton is coming to clear the area for the furnace and move it. Brad needs to build a bit of a road done by October. Grant Armstrong created all the new signs for the pole barn, the mining and blacksmith areas, and the foundry exhibits. Another John Deere tractor is being donated - a deluxe model 1939. ACM is still discussing the Ward House move, and the city is still investigating ways to make it happen. Martin wants to use it at the museum as a display of an 1880 house where household artifacts can be showcased. Martin is hoping it can be moved before winter. Martin would like to meet with Steve Williams to walk through the museum grounds.
- F. **Lodging Association** – Martin will continue to reach out to the different lodging partners.

4. Board Member Updates:

Kathy Collins: Left before member updates

Steve Williams: City of Angels Camp is actively recruiting for a new city administrator as Steve is the interim. Utica Park has lots of progress – possible soft opening of the playground in the next week or two. Will continue working on the rest of the park. Eureka Oaks Habit for Humanity project launching soon. Feel free to reach out to him for City ideas and concerns.

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Amber Sprock: CBT Susan Hoffman passed on Monday, and she was the backbone of CBTA. Her loss is a huge impact and loss to the CBTA. Labor Day was very popular, and events were well attended with everyone having a good time. It's the close of the busy season and transitioning into a slower time. Oak Hollow Campground is closing in October. Maintenance is starting, so some of the sections of the park will be temporarily closed as the work gets completed. The end of the bridge is closed in October for repairs. There will be prescribed burns in South Grove as conditions allow.

Myrcka Morals – Bear Valley is getting a new website next week. New ownership is working on it and will have it dialed in by October. Hiring has begun for winter with the campaign Live Your Adventure. She will get the info out next week from Angels to Bear Valley to increase hiring reach. A lot of capital has gone into upgrading the lifts, facelifts around the resort, as well as new directional signage. The mountain is getting ready for winter with new towers for Koala installed next week by helicopter. There's lots of positive momentum, and they hope to keep it going.

Tom Hix: Not present

Morgan Gace: Left before member updates

Aaron James: USFS summer campgrounds are closing or have already closed for the season. Pacific Valley, Big Meadow, and Mosquito Lakes are closed now. Budget and staffing are the reasons. Update from Lake Alpine Lodge Pole closed on 15th. Resort on 29th. West Shore day-areas will be closed October 21st. Hunting season, be careful hiking wear bright colors like hunter orange – educate visitors. Staffing is focused on fires now, so USFS will be trying to do some town halls later as staffing allows. Hitting slow season until the snow falls.

Mary Jane Genochio: Not present

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Susan Weatherby: History Day today for 4th graders in Moke Hill today. Hotel Leger is back open and fully booked on the weekends! Susan suggested visiting them in the mornings between 930-1000.

Jeff Stai: Twisted Oak's last day is September 22nd. He still has a few things for sale at the winery. Road signs were returned and Fricken (the large frog/chicken created by Calaveras artists) now lives at the Angels Camp Museum.

Jamie Andriola: Yesterday the county had budget hearings for the 24/25 fiscal year's recommended budget. There are some minor changes, but September 24th will be the final vote. Final projects for behavioral health department, district attorney's office, and animal shelter buildings are being reviewed. Jamie thanked Martin for the Calaveras gifts to give to the reps from the California governor's office. The county is getting applicants for potential public works director candidates. Theresa Hitchcock said she went to the CVB website when she considered taking the CEO job, and it helped make her decision to move to Calaveras. Snow removal – the county would like to work with the CVB to educate visitors about safety measures to take during snowstorms. Jamie will be putting together a segment to share on social media and PATV.

Michelle Plotnik: Hermit Fest was a big success and the largest to date. The committee will meet to wrap up to discuss what changes to do next year and the goal for next year. The group still wants to keep the focus on its family friendly vibe and keep the event free to attend, if possible. There is something happening almost every weekend through the end of the year in Murphys.

Katie Asbresch: Not present

Betsy Uttley: Not present

Meeting adjourned at 9:47 AM. Next meeting is October 9, 2024, at 8:30 AM at 753 South Main Street, Angels Camp, CA 95222 or via Zoom Video Conference.

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