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**Board of Directors Meeting Minutes**

August 11, 2022 8:30 am

Via Zoom Video Conference & 753 S. Main St., Angels Camp, CA

The meeting was called to order at 8:33 AM by Morgan Gace. This meeting was held via Zoom Video Conferencing and in-person at the Angels Camp Museum.

Board Members Present: Mark Silverstone, Kathy Collins, Sarah Lunsford, Amber Sprock, Morgan Gace, Kathy Gallino, Sandra Hess, Susan Weatherby

Absent Members: Jeremy Leonard

Advisors Present: Matthew Kelly

CVB Staff Present: Martin Huberty, Jessica Johnson

1. Approval of July Board Meeting Minutes: Amber S. motioned to approve the minutes. Kathy C. second. All were in favor. None opposed. Susan W. abstained due to being absent from the July meeting.

2. Approval of July P&L Financial Report: Kathy C. motioned to approve the July financial report. Susan W. second. All were in favor. None opposed. None abstained.

3. Review of Domo Madden Website Report, Marketing and Social Media Reports from Hook, Line, & Thinker for July: Martin is still waiting for the next report from the new rep at Madden Media. The owner of Madden Media is putting together Martin’s reports to have by next month. CVB – 1,280 visitors & 190 calls. Facebook is up this month and Instagram is down. Martin and Michael at Hook Line & Thinker are not sure the reason for the flip. The FFAS contest is in full swing for Quarter 3. Tourists are really looking for local events. TikTok seems to be the next step for social media. Martin will discuss with HLT about helping with the content. He would start collecting lots and lots of content before beginning the account.

4. **MARKETING: Review Decks, Monkey Ventures, Visit California, Yosemite Guide:**

Monkey Ventures toured the county, Hatcher and Lavender Ridge gave them free wine tastings. They visited Moaning Caverns, Mokelumne Hill, etc. Here is the link to their article: [https://monkeysventures.com](https://monkeysventures.com/gold-ghosts-gems-and-giants-of-calaveras-county-ca-part-1/) with a Part 2 to follow. Visit California ad and Yosemite Magazine ad were renewed for 2023. We hand out 1500 of the Yosemite magazines from the CVB. Martin is keeping the same 5 Main Things to See in Calaveras County as the editor suggested because the magazine is always being seen by new visitors.

**5. NEW BUSINESS:**

1. **Additional Board Members:** Martin is hoping to hear from Betsy Uttley from Worldmark for her to suggest someone from the resort to be on the CVB board. Betsy is currently on maternity leave. Otherwise, he will ask Mike McPoland from Murphys Suites if he is interested in the position. The CVB needs two more members. The other member needs to be an appointee from the City of Angels Camp. Martin spoke to Rebecca, and she may be on the board.
2. **CVB 2023 Guides:** We have notified everyone to renew listings in the 2023 guide. There has been a very good response for the last two weeks. Martin will be contacting the big advertisers to renew their ads. Linda Gough is available again this year to do the graphic design. Martin asked for ideas for the new cover. 2023 Guide will include the county’s libraries and churches. Martin would like to include a letter from the CVB board and staff instead of the county’s poet laureate this year.

6. **OLD BUSINESS:**

1. **Summer Tour/Biking & Hiking Girls’ Weekend Out - Museum Update:**  Martin is going to focus on getting younger travel writers to the county now. The CVB has done a good job of marketing to older travelers. The next focus will be on a Girls’ Weekend Out with biking and hiking in Bear Valley and Arnold, and wine tasting in the county.
2. **Board Contact Information:** Jessica will send everyone the CVB Board contact information. Martin asked everyone to review and send corrections to Jessica.
3. **Levi Strauss Photo Shoot/Film Commission:** Levi Strauss did a photo shoot for their vintage clothing line using some of the Angels Camp and County Museum areas and backdrops. Two other photo shoots from London also came to the area.
4. **Tour with SBDC/SBA Gobiz & Chamber Summit:** The Small Business Association tour with Les Fong went well and they were able to see most of Calaveras County. The Calaveras Chamber of Commerce is planning their first Rural Summit of Chambers to be held at Ironstone in October. The CVB will work with the Chamber to secure lodging for attendees.
5. **Museum Update: Grants & Insulation:** The insulation is now finished in the main building, and the building is 30 degrees cooler inside. The museum has two grants to fulfill – one is the ACVFD building, and Martin is meeting with different contractors to have a barn door entrance, a plexiglass viewing area, and a back entrance to access for cleaning and maintaining the exhibit and the other is recording the “Calaveras Voices” with Manuel Crosby, local filmmaker and videographer.
6. **Supervisor: FPPC & Private Council:** Martin has received a letter from Calaveras County counsel, Sarah Adams, for Martin to be able to stay on as the CVB Executive Director. Martin will submit the letter to the FPPC and look for their guidance as well.
7. **FFAS Update:** Martin asked the board to help boost and promote the third quarter FFAS contest – Making a Frog Jump – using all art mediums. It has been decided that the art will be used to create a calendar to sell to use to maintain the Frog Jump History exhibit. Morgan G. and Martin will meet with HLT to discuss social media.

6. **Board Member Updates:**

**Kathy Collins:** Not much new. Kathy was able to visit Utica and Lake Alpine over the weekend and the water was spectacular for paddle boarding, kayaking, etc. Kathy reminded everyone about the Angels Camp Farmers Market on Friday evening at 5:00 PM.

**Sandra Hess:** The CWA is busy getting Grape Stomp ready to go. The CWA is hosting its Industry Night get together at the Murphys Information Office. Harvest is starting. The CWA board is getting two new board members and looking to bring in the next generation of winegrape members. Sydney Klann of Newsome Harlow is the newest CWA board member. Martin requested that he, Sandra, and CWA & CVB staff meet to discuss going forward at the Murphys Information Office.

**Sarah Lunsford:** Video public service announcements are taking off. Non-profits can use it to promote their organizations and events. Sarah can help non-profits also with filming and promoting their organizations.

**Mark Silverstone:** Mark has decided to return to his previous position at Bear Valley Adventures, but he will be assisting the CWA through Grape Stomp. He will be the Bear Valley rep on the CWA board again since he will be living in Bear Valley again. The resort just finished with the Bear Valley Music Festival.

**Matthew Kelly:** The lake is warm, and they are watching the water levels drop as the water requests are made. Lots of boats are coming up from the valley to fish striper and bass. School starting may slow things down a bit. Leah Peterson will be the new temporary rep next month as Matthew moves to a new position.

**Kathy Gallino:** Kathy wanted to know if Martin wanted a new letter from the BOS for the 2023 Visitors Guide – Martin said he will use the 2022 photo and letter from the current BOS. Kathy had to leave as the Assistant County CAO called a meeting regarding the previous CAO, Krista Von Lotta.

**Morgan Gace:** Gold Country Tour Company is still working to promote their services. They are sold out for the Brad Paisley concert. Clondiare Winery has a a 10K square foot deck and they are doing tours with Gold Country Tour Co. Clondaire is putting in new parking lot, hosting the local high school proms this year. Aloria’s 2nd label – Above The Rush – is opening a tasting room feature food and wine where the Coppermine used to be on Highway 4 near Todd’s bread.

**Susan Weatherby:**  The Chamber’s Rural Summit is planned for October at Ironstone. Calaverasopoly is going into production and will be ready in December. The game will be sold through several businesses, one is the Angels Camp Museum. Mokelumne Hill Merchants are having a fall event – a building a scarecrow contest – patterned after the annual Cambria Scarecrow Festival.

**Amber Sprock:** Calaveras Big Trees just entered its slower season as school starts. The fall season should see a pickup in tourists seeing fall colors.

**Jeremy Leonard: Not Present**

Meeting adjourned at 9:22 am. Next meeting scheduled for September 8, 2022, at 8:30 AM via Zoom Video Conferencing and at 753 South Main Street, Angels Camp, CA.