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**Board of Directors Meeting Minutes**

February 10, 2022

Via Zoom Video Conference 8:30 am

The meeting was called to order at 8:34 AM by Kathy Gallino. This meeting was held via Zoom Video Conferencing.

Board Members Present: Kathy Gallino, Mary Jane Genochio, Krissy Haderer, Sandra Hess, Mark Silverstone, Jeremy Leonard, Betsy Uttley

Absent Members: Linn PIllsbury

CVB Staff Present: Martin Huberty, Jessica Johnson

Advisors Present: Aaron James

Guests Present: Amber Sprock – Calaveras Big Trees; Jacob Cole – Calaveras Big Trees Association; Sarah Lundsford – Calaveras County TV; Bill Babis – Gateway Hotel; Kathy Collins – Century 21

1. **Approval of November & December 2021 and January 2022 meeting minutes:** Mary Jane Genochio motioned to accept all three months’ meeting minutes. Kathy Gallino 2nd. All approved. None opposed. None abstained.
2. **Approval of November & December 2021 and January 2022 financial reports:** Krissy Haderer motioned to accept all three months’ financial reports. Jeremy Leonard 2nd. All approved. None opposed. None abstained.
3. **Domo Madden Media Website Report:**  Madden Media accessed the CVB’s Google Analytics and wiped-out Martin’s access to the information. Martin re-established his access so will now be able to track how the website is performing. New users increased by 6% in January 2022 from December 2021. Things to Do is still the number search on the website. February activities are light, however the CVB staff is filling in events as fast as they can be found, or organizations send in their event info. Social media footprint is increasing quickly and gaining ground with the Kissing Frog photo contest. The entry deadline is February 11, 2022, so several photos have been submitted this week. Spring press releases are coming out after the next Hook, Line, & Thinker meeting with Martin. Visitor numbers are up in January from December for the museum and the visitors center.
4. **New Business:**

**A. Nominate new President for the CVB Board:**  Kathy Gallino will be stepping down from the board in June. This item has been tabled until a later meeting.

**B. Introduce Potential New Board Members/Nominees:** Several people have stepped up to serve on the next CVB board. Currently, three board members need to be replaced immediately, and another four members need to be found starting July 1, 2022. The nominees introduced themselves as: Bill Babis – General Manager for the Gateway Hotel and Calaveras Chamber of Commerce board member; Kathy Collins – Realtor/Broker for Century 21 in Angels Camp; Sarah Lunsford – CCTV Interim Manager; Jacob Cole – Manager of the Calaveras Big Trees gift shop; Amber Sprock – Calaveras Big Trees State Park Interpreter. Sandra Hess, Krissy Haderer, and Mary Jane Genochio stated they had some people in mind to also fill board positions. Nominating and voting members in will be tabled for a later meeting.

1. **Old Business**

**A. Murphys CVB/CWA Office:** The office is doing well. There is a definite need in Murphys for visitor info for the entire county, not just wine. The office is seeing more visitation from Yosemite visitors and Wyndham guests – many who are asking real estate questions. No major changes taking place at the office except Martin plans more visible CVB signage soon. CWA memberships know about the CVB information and resources available to members and the added member value. MBA and Michelle Plotnik very happy with CVB/CWA partnership. The three organizations are involved in a trivia contest beginning March 1st leading up to Murphys Irish Day.

**B. Chamber Interim CEO:** Martin is still the interim CEO for the Chamber of Commerce. The CCCC board is a strong, working board. They are having their annual dinner on March 23rd. Does CVB want to purchase a table in support of the Chamber? It’s a great way to network and see where synergies cross pollinate. The price will be anywhere between $600 and $750. The Chamber also created a Calaveras monopoly game that will be for purchase in limited stores around Calaveras County. Martin oversees the inclusion of historical Calaveras information for the game board.

**C. 2022 Guides being distributed to Camp Connell:** Martin and Merita Callaway visited the owner of the Camp Connell Store who was concerned his business was not included in the 2022 Visitors Guide. Martin explained how the guide worked and offered him inclusion in the 2023 guide to see if it was worth it for his business. Martin also plans to include history of the Highway 4 corridor in next year’s guide. The owner of the store was happy with the solutions Martin offered.

**D. HL&T – Frog For All Seasons Update:** Kiss a Frog photo contest is gaining speed and doing well. Wildflower spotting contest was suggested. Spring Journalist trip is coming up and Sandra wants to know about sustainable writers. Summer Press trip will focus on young visitors and outdoor Calaveras adventures and will include sustainability information.

**E. Museum Update/April 30th:** The Frog Jump exhibit grand opening is April 30th. Martin thanked Jeremy for cleaning up the exhibit area to get the whole thing started.

**F. Budget meeting with Jack G.:** Martin’s meeting with Jack went well. They discussed budget items and ideas. Martin explained how and why the budget was created with the unknowns of COVID and how it would affect travel in 2021/2022. Martin discussed with Jack that the CVB would follow the direction of the Calaveras Board of Supervisors in how tourism is to be promoted for the county. Jack agreed and understood how the county funding is being spent to promote tourism for Calaveras.

**G. Ironstone Concert Series 2022/Booth:** Martin plans for the CVB to have a presence at the concerts with a booth that includes guides and information about all there is to do in Calaveras County. He plans for the CVB to represent at each concert for the season - 8 to 10 concerts.

**H. Presentation for Visit California #themomtrotter:** Visit California’s travel writer #themomtrotter has had good return. We are seeing visitors who heard about Calaveras on her Tiktok and Instagram accounts.

**I. Yosemite – Outside magazine:**  We hand out this magazine at the Visitors Center. The magazine reaches 32,000 people, and it has an article about Calaveras Big Trees State Park.

**J. Hiring one more new staff member/Jordan on hiatus:** The CVB/Angels Camp Museum is still looking for someone to replace Jordan’s position. Jordan will only be returning occasionally as a volunteer. Martin will be advertising for the position on social media this week. The position is for a friendly, self-starter who can lift 50 lbs. and is comfortable with visitors and working in a retail environment.

1. **Board Members Updates**

**Mary Jane Genochio** – The arts program is ready to have events starting in the summer and Music in the Park in the fall.

**Krissy Haderer** – The Hotel Leger is gearing up for Valentine’s Day specials – having a full course dinner on Monday the 14th. They are also ramping up for Backyard BBQ & Blues. March 12th will be the Volunteer Firefighter Association’s ball at the Town Hall. The theme will be St. Patrick’s Day with corn beef sliders and music from the Cool Shifters. The Hotel Leger has opened their doors for the mobile vaccination clinic in the banquet room. Starting the beginning of March the clinic is available each Monday 9:30 to 6:00.

**Matthew Kelley** – Not present

**Sandra Hess** – CWA now has tickets for the Spring Wine Weekend April 23-24, 2022. Anyone wearing a SWA wristband will get free admittance into the Angels Camp Museum. Sandra and Martin are working with other Calaveras County attractions for ideas to keep people in the county 2 to 3 nights. Murphys Irish Day planning for the MBA in in full swing. The CWA is revamping the Wine Pavilion at the Fairgrounds and will be selling wine by the glass and bottle at the Fair. CWA is hiring an education and events manager.

**Mark Silverstone** – No snow since early January. There is about 3 feet on the ground now. The snowpack is still solid. Cross country trails are about 8-% open. The 49th annual Bjornloppet cross country ski race is scheduled for February 13th.

**Bill Babis** – The Gateway Hotel will become a Wyndham property on March 16th. February 20th is the Monterey Road Rally, and the Town Square at Copper Valley will be shutting down for the day. Bill and Sandra H. will be attending the kickoff press conference in Monterey on the 17th.

**Kathy Gallino** – Kathy is still working on more grants worth about 3.4 million dollars for small businesses in Calaveras County. The business grant program is rolling out up to $50k for small business affected by COVID. Up to $750,000 is available. There is also a $500,000

business loan grant program with loans available up to $100,000 for individual businesses. Parks & Rec per capita grant was received in the amount of $400,000 for three projects: Feeney Park bathroom upgrades ($30K), Alex Quinones Park new ballfield

fencing ($70K), and the purchase and rehabilitation of the former Railroad Flat Elementary

school into a community recreational center ($300,000). She is re-recruiting for a grant administrative assistant. Still working on the 1.2 million dollar grant for work-force housing.

**Jeremy Leonard** – Still working hard and busy.

**Linn Pillsbury** – Not Present

**Betsy Uttley** – The Worldmark is finishing the pool and spa area and reparing woodpecker damage. The resort is constantly hiring.

**Amber Sprock** – Amber is in the process of finalizing the event calendar for CBT park. There will be a new event series – California State Parks Week June 14th – 18th. The campgrounds open mid-May for the season. The parkway is currently closed, but scheduled to re-open April 14th down to the river. The prescribed burn preperation is still happening. Hoping to get the fuel cleared out faster than planned and working closely with state and federal agencies to protect the park and surrounding communities.

**Aaron James** – The snow is melting, so we are keeping our fingers crossed for more. We have physical copies of the 2021/2022 Over Snow Vehicle Use Map available at our offices now. It’s also available online here:

<https://www.fs.usda.gov/detail/stanislaus/notices/?cid=FSEPRD988487> Our “Stanislaus National Forest Presents: The Trails We Walk” virtual live event is taking place on Thursday, Feb. 24 at 5PM online at this link: www.trailswewalk.eventbrite.com I emailed the event info to calendar@gocalaveras.comOur fire management program has been conducting pile burns off of Cabbage Patch Road (7N09) north of Highway 4. The schedule for these burns is intermittent and they’re burning when they can. Some of those piles have been sitting up there for years, so it’s good to see that they finally have a chance to burn some of them.The Stanislaus National Forest has a new Public Affairs Officer, but I don’t believe he has his official email/contact info out yet. I’m not sure how he plans to operate or what his strategy and goals will be yet, but I’ll pass his info along once I get it.

**Adjourn**

Meeting adjourned at 10:09 AM. Next meeting will be March 10, 2022, 8:30 AM via Zoom Video Conferencing or at the Carriage House at the Angels Camp Museum depending on COVID guidelines.