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**Board of Directors Meeting Minutes**

October 20, 2022 8:30 am

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

The meeting was called to order at 8:34 AM by Morgan Gace. This meeting was held via Zoom Video Conferencing and at 753 S. Main St., Angels Camp, CA 95222

Board Members Present: Kathy Collins, Sarah Lunsford, Mark Silverstone, Sandra Hess, Morgan Gace, Susan Weatherby, Rebecca Callen

Absent Members: Jeremy Leonard, Kathy Gallino, Amber Sprock

Advisors Present: Aaron James, Casey Jardine, Morgan Ash, Gina Wisecarver

CVB Staff Present: Martin Huberty, Jessica Johnson

1. Approval of September Board Meeting Minutes: Susan W. motioned to approve the minutes. Sarah L. second. All were in favor. None opposed. Mark S. abstained due to absence from last month’s meeting.

2. Approval of September P&L Financial Report: Sarah L. motioned to approve the minutes. Susan W. second. All were in favor. None opposed. Mark S. abstained due to absence from last month’s meeting.

3. **Review of Domo Madden Website Report, Marketing and Social Media Reports from Hook, Line, & Thinker for September:**

Martin pulled numbers from Domo report were October numbers, not September’s, so he will email everyone the correct numbers for September. Numbers are down from summer which is normal for this time of year. Click thru still doing well, with most visitors mainly looking for Things to Do and Events in Calaveras. There were no travel writers in September.

4. **Reports from HLT- Numbers from September Visitations, Charlotte & 60 Before 60:** Martin asked Michael B. from Hook, Line and Thinker why the numbers for social media fluctuate so much, and why they are what they are. Michael’s emailed response was “*There was actually higher engagement in September—this means more likes and post shares, vs. August, which makes the decrease in reach more confusing.*  *However, August had more frequency in the Music in the Park posts as well as a few other music events, and also the last FFAS contest still had paid content as well as more frequent posts. The contest wrapped at the start of September. So, these types of posts could explain why we would see more reach in August (meaning more visitors looking at posts for information) even though they weren’t engaging with the posts as much as in September.****”*** Martin requested Sandra and Morgan meet with him and Michael to discuss social media numbers and marketing. The CVB had 874 visitors in September and fielded over 103 calls. Charlotte the Pig Who Paints is based out of Valley Springs. She met the CVB at the Grape Stomp booth, and Jenny (Charlotte’s owner) and Martin will meet with HLT to have Charlotte featured in social media posts for the county. 60 Before 60 was a visitor who traveled from Boston to compete in the Grape Stomp. She has a bucket list of things to accomplish before she turns 60, and the Murphys Grape Stomp was the only one in the country she could find where she could compete. She has a blog, and she featured her experience at Grape Stomp in her latest post.

5. **MARKETING: Local Getaways – Jennifer Sweeney/Fishing:** Local Getaways would like to continue with the CVB ad for Winter and Spring. Martin wants to get an ROI report before he commits to continuing. Jennifer Sweeney has a reporter who wants to do an extensive article about fishing in Calaveras. Martin will be setting up a meeting with the journalist and Bill Reynolds at Ebbetts Pass Sporting Goods for the write up.

**6. NEW BUSINESS:**

1. **Grape Stomp & Chamber Summit – Nola’s Note:** The CVB had a booth at the Grape Stomp in Murphys Park. Sold $640 worth of Calaveras T-shirts, hats, and stuffed frogs. Great outreach to visitors and the community. Made some good connections mentioned further. The Calaveras Chamber of Commerce held its first Rural Chamber Summit at Ironstone Vineyards. Ironstone is always very civic minded and did well for the Chamber to create a successful event. 29 people from approximately 18 chambers were in attendance from Humboldt County to San Bernadino. Morgan gave an excellent lecture about the use of social media. Sandra also gave an excellent presentation about the Calaveras Wine Industry. Nola R., Visitors Services, sent a thank you letter to Martin to the CVB thanking the board for their gift of her hotel stay for her much needed and long-awaited vacation.
2. **CWA Board Meeting:** Jessica will be attending the CWA Board meetings and possibly stepping in as the CVB/CWA connection when Martin steps down at the end of the year to focus on Supervisor duties and responsibilities.
3. **World Cup Ski Competition in Bear Valley:** Tricia Slavik, marketing director at Bear Valley Resort contacted Martin about the competition being held at the Resort this year. The CVB will help promote this huge event.
4. **Daniel Tallent – Brand Guide – New Content:** Jessica met Daniel at the CVB booth at Grape Stomp. Daniel recently moved to Copperopolis from Monterey area and is a graphic designer with extensive experience. He is working on animating the CVB frog logo to use on the CVB website, Ironstone Concert video, etc.
5. **Datafy:** Datafy is a company that tracks cell phones through certain apps and mainly Google maps. They can track the number of visitors coming to the county and how many are locals at events by using maps and apps that allow sharing. Martin wants to know who and where cell service is available to see if it’s even usable up here since cell service is spotty or non-existent for so many visitors. Martin will report more to the board next month. Casey asked if he knew which apps were doing the tracking? Sandra H. said FB and IG can give lots of info as well. She asked if it was possible to engage with the people who are being tracked? Martin will ask these questions of Datafy and get back to them with the answers.

6. **OLD BUSINESS:**

1. **Distinctive Metals – Ore Car:** Distinctive Metals is the company that fixes the ore cars and cleans them up at each entrance to the county. They repaired the “H” and cleaned the car of graffiti on Parrotts Ferry Road for $525. Martin wanted to know if anyone had any suggestions of other organizations that could do the work for less money. Morgan suggested the welding programs at the high school to see if the department could make it a field trip and do regular maintenance on all of the cars. Martin will reach out to the schools to see if they are available.
2. **Museum Update/Staff Meeting:** Martin held a staff meeting on October 18th. The museum and CVB are fully staffed, staff is engaged and doing well. Calaveras Cement is pouring cement this week in the pole barn to make ADA compliant walkways. All exhibits will be wheelchair accessible. The Angels Camp Volunteer Fire Department Firehouse exhibit will be completed by October 31st to satisfy the CCF grant. Greg Francek will be speaking at the museum on November 6th about the fossils found in Mokelumne Hill. Doug Modlin and 10 people of the STEM group toured the museum with Martin on October 19th to promote and encourage Calaveras County schools to bring children to the museum.
3. **Supervisor – CSAC in November:**  Martin will be gone for one week in November for CSAC Supervisors’ conference in Disneyland week of November 14th to 18th. Martin has county counsel approval to remain the CVB Executive Director. Martin’s personal attorney is working to get formal FPPC permission for him to remain CVB Executive Director.
4. **FFAS Calendar:** Grant has the Frogs For All Seasons calendar put together. All of the proceeds go to maintain the Frog Jump History Exhibit. Martin asked for ideas for next year’s marketing campaign and calendar idea. He asked the board about the “Naked in Nature” idea. Sandra suggested “Find Gold in Calaveras”.
5. **CVB 2023 Guides:** Linda Gough has been designing the CVB guide for many years, and she and her husband just moved to Florida. She may not continue as the graphic designer for 2024. Martin is working hard to get everything together and hopes to have the new guides in by the end of December. The CVB gets 50K guides to be distributed every year and is down to the last 5 boxes.

**7. BOARD MEMBER UPDATES:**

**Kathy Collins:** Kathy has been on a road trip for two weeks to Colorado and Mount Rushmore. Her AirBnB has been booked, but real estate is very slow and in a correction period.

**Sandra Hess:** Sandra thanked the CVB for supporting the 29th Annual Calaveras Grape Stomp. The attendance numbers were down from previous years, but the CWA met its financial goals that provide scholarships to local high school students, volunteer sheriff department, Murphys Park, Feeney Park, etc. Save the date for the Steve Collum Bubbles Bash on December 9th at the Murphys Hotel. Please complete the CWA survey about the quality of events the CWA hosts and other events around the county. Sandra is speaking at the water agency conference being held at the Murphys Hotel. The CWA is talking about vineyard care during droughts.

**Sarah Lunsford:** CCTV is training individual content producers. Anyone interested in getting the training is encouraged to contact Sarah. Martin asked if anyone she’s worked with might have content to share with the CVB? Sarah thinks that’s a good idea, and she and Martin will discuss further.

**Mark Silverstone:** Fall colors abound in the high country and temps are a warm upper 60s. The first winter spell is expected to happen this Saturday. BV is hoping for early snow and to open on Thanksgiving weekend. Downhill ski resort just wrapped up the mountain biking for the season. The Lodge held its 23rd wedding event for the summer – it’s become a very high-demand event venue. The Bear Valley Adventure Center is painting, hiring, and getting snowmobiles ready for winter.

**Kathy Gallino:** Not Present

**Morgan Gace:** Gold Country Tour Co. is now officially providing shuttle services for Worldmark to downtown Angels Camp, Angels Camp Museum, and Murphys. She and Rob are focusing heavily on holiday events now. Also, they are doing wine and whiskey barrel furniture and craft classed. They are hosting ACBA’s bough-making workshop on November 21st. The Christmas Parade will be held December 10th this year in downtown Angels Camp. Hardscrabble Street will be closed off and ACBA is looking for vendors to fill the street.

**Susan Weatherby:**  The Chamber of Commerce Rural Summit event was highly successful. Susan commented that Sandra, Bonnie of Hinterhaus, and Morgan’s lecture were all excellent. The Chamber plans to have the event next year and has received great feedback from attendees who say they will return next year! The State of the County event is at the Metropolitan next Friday at 7 am with a continental breakfast. Mokelumne Hill will have a downtown Christmas open house from 1 to 5. The Chamber is having a mixer tonight at 5 pm at Verona 18 in Copperopolis.

**Amber Sprock:** Not Present

**Jeremy Leonard:** Not Present

**Aaron James:** Trying to keep the campgrounds open thru October. Spicer campground is closed for the season. There is a steady flow of people still coming in – anywhere from 8 to 20 people a day. Hunting season has about 1 ½ weeks left. Fielding 10 to 30 calls a day. Alpine Station is closing in a week or so to get winterized.

**Rebecca Callen:** Rebecca is now the city representative on the CVB board. The City of Angels Camp is doing a Shop Local program with COVID funds. Enrolling Angels Camp businesses in a buy one/get one for goods or services. Businesses contact the city for the funding. The City has also completed the renovation of its website. Everything is up to date, there is a lot more community interaction, and links to CVB pages.

**Gina Wisecarver:** Gina is with Worldmark and has offered to serve on the CVB board. September was a good month for Worldmark and was overbooked. They had to send guests to other lodging partners in Angels Camp. The resort is right now at 100% capacity. The Inventory Team is working to bring in more rentals. Concierge will share all events and activities as guests check in. There are 500-1500 guests staying at the resort at any given time. Gina will send someone to come pick up Yosemite Magazines for the resort to hand out at check in.

Meeting adjourned at 9:28 am. Next meeting scheduled for November 10, 2022, at 8:30 AM via Zoom Video Conferencing and at 753 South Main Street, Angels Camp, CA.