



Board of Directors Meeting Minutes

June 13, 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 Morgan Gace.

Board Members Present: Mary Jane Genochio, Betsy Uttley, Katie Abresch, Morgan Gace, Amber Sprock, Tom Hix, Jeff Stai, Susan Weatherby, Kathy Collins

Absent Members: None

CVB Staff Present: Martin Huberty, Jessica Johnson

Advisors Present: Jamie Andriola – Calaveras County Rep, Alison Nielsen – USFS Rep;
Aaron James – USFS Rep

- 1. Approval of May Board Meeting Minutes** – Kathy Collins motioned to approve. Tom Hix seconded. All in favor. None opposed. None abstained.
- 2. Approval of May P&L, Balance Sheet, Budget vs. Actual** – Susan Weatherby motioned to approve. Mary Jane Genochio seconded. All in favor. None opposed. None abstained. Martin thanked Jamie for her excellent job representing the CVB to the Board of Supervisors at their May meeting. The CVB was approved to receive \$400,000 in TOT for FY 24/25. The BOS was very appreciative of the work the CVB has done throughout the county, especially in north and west Calaveras. TOT is expected to reach its goal for the county in 2024 and possibly exceed expectations. Statistics are showing wine and retail are down all over California as well as 8% down in hospitality employees. The county administration feels the CVB should have \$100,000 more in its reserves. The CVB has about \$90,000 left from COVID savings. Martin suggested that the CVB move the leftover COVID savings to the CVB savings account to keep in reserves. This would give the CVB approximately six months' reserves. Kathy Collins motioned to move COVID savings to the

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Mechanics Bank savings account as the CVB's reserves. Susan Weatherby seconded. All approved. None opposed. None abstained. Martin would like to separate the funds between TOT and the Angels Camp Museum and open a separate checking account for the museum. All admissions and city contributions will go into the museum checking account to make sure all funds are separate. Morgan Gace motioned to set up a separate bank account just for the museum funds, and Amber and Martin to be the signers on the account. Kathy Collins seconded. All approved. None opposed. None abstained.

3. Marketing & Social Media Martin decided to move on from Hook Line & Thinker for social media management to align with next fiscal year's budget. He would prefer to have someone local working on the social media content. Domo & Placer AI reports are from April. Reports will lag a month unless the CVB changes its meeting times. This is the first time that 'Calendar of Events' has come up as the number one search in May. This indicates that people are making their travel plans based on events happening around the county. Martin requested the board to look at the COE to see if there is something missing that we haven't caught and let the CVB staff know. Martin will meet with Jeff's contact and June in Murphys regarding an in-house, local, and part-time social media content creator. There are a couple of campaigns Martin would like to try, so social media will be changing. The CVB met face-to-face with 1168 visitors in May and fielded 174 phone calls. The new Michelson Exhibit has been exceptionally well-received. The museum hosted six major field trips from schools all over the county, seeing over 300 students in one month.

4. New Business:

A) CVB Presentation Jamie Andriola did a great job presenting the CVB's marketing highlights to the Board of Supervisors. The BOS approved the CVB's request of \$400K in TOT for FY 24/25.

B) New Officers – New Board Members President – Susan Weatherby; Vice-President – Mary Jane Genochio; Secretary – Kathy Collins; Treasurer – Amber Sprock Tom Hix motioned to accept these board members to these positions and Jeff Stai seconded. All approved.

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None opposed. None abstained. Martin said hopefully Kris from Posterity Ciderworks and Michael Ninos from Dunbar House are interested in becoming board members. He is also talking to the manager at Angels RV Park to see if she would like to represent Angels Camp on the CVB board. Martin feels the CVB needs a Bear Valley contact who is in touch with the upper Highway 4 corridor. Martin said if the CVB changes their meeting time, Michelle Plotnik would come on to the board to represent the Bear Valley/Highway 4 corridor/Ebbetts Pass Scenic Byway. EPSB would maintain a committee to organize Hermitfest, and the CVB would maintain the EPSB website and field customer calls. Since it's a huge, natural attraction that should remain preserved, it's important to continue the work for the EPSB. CVB would work with Alpine County and possibly receive a small portion of TOT to help offset any administrative costs. Mary Jane motioned to change meeting to second Wednesday of the month. Tom Hix seconded. All in favor. None opposed. None abstained. Martin will contact Michelle to let her know of the change.

- C) 2024/25 Budget** – Kathy Collins motioned to approve the proposed budget for FY 24/25. Susan Weatherby seconded. All approved. None opposed. None abstained.
- D) Social Media** Martin spoke with Tom King at Big Behavior about taking on the CVB's SEO/SEM. Tom has guaranteed to give Martin the same, if not better results as the current company taking care of SEO/SEM, as well as AI work on the website. Martin feels working with Tom King includes more personal customer service since Tom takes care of our website, emails, and special online projects.
- E) Lodging Association** One of Martin's goals this year is to build up the involvement of the lodging partners in Calaveras. He will be continuously reaching out to the lodging businesses to make sure they have a voice on how marketing TOT is spent.

5. Old Business:

- A) Bylaws – Travis Owens** The new bylaws were approved by attorney Travis Owens. Martin was holding off to see what happens with EPSB

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before posting them. Martin will send the new bylaws to the board this week for review to discuss and vote on at July's meeting.

- B) Ebbetts Pass Scenic Byway** See above
- C) Scavenger Hunt & 2025 Calendar Campaign** Martin spoke with Tom King about the Scavenger Hunt which is ready to go. The Pet-of-the-Month calendar is also ready to go. It turned out that it was good to wait on the calendar because Gimme Shelter just received their 501c3 status. All donations can now go directly to them for the animal shelter. Wild & Scenic Film Festival is coming in September, and the Calaveras Film Commission is supporting this with funds from FY 23.24 from Film commission website to fund. The film will be showing at Bret Harte Theatre, and the CVB is trying to work with Calaveras Center for Performing Arts to find a date to show on both sides of the county. It has been difficult to get a response from whomever oversees reserving the CPAC.
- D) Museum Update** Mark Twain statue is here and getting a facelift. He will be transported back to the park when he's finished. Michelson exhibit doing incredibly well. Brad Sutton is moving heavy items for the Foundry Exhibit, and an important piece of foundry history to the back of the Mining & Ranching building. It has been a great fiscal year for the museum, and the gift shop has done \$10K over expectations. Farmers Market is held every Friday. The City of Angels Camp installed beautiful new iron benches out front. The ACMF will hold three programs for kids this summer starting June 14th. The Clampers are still very involved in supporting the museum and have been donating funds to help with keeping the exhibits maintained. Martin would like to do Calaveras Tales Part 2 this year and will apply for grants through the CCF.

6. Board Member Updates:

Kathy Collins: She is retiring from real estate and possibly closing her AirBnb.

Tom Hix: CV Properties is getting closer to breaking ground on the expansion and dealing with increased prices in construction which are up

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30-40%. Shooting for September for the groundbreaking. Occupancy is improving considerably at The Gateway Hotel. Unfortunately, there is a new cannabis grow starting near the Town Square which will create a bad smell.

Morgan Gace: Habitat for Humanity is getting ready to start with the affordable housing. The goal is 107-home development that includes 3- and 4-bedroom homes and condos. Morgan said they are hoping to move dirt this month, and they have been busy overcoming several hurdles. The homes and condos will range between \$340-\$375K. Morgan is working diligently to get people on the list. This is not section 8 housing rather it is work force housing so employment, qualifying for a mortgage, and sweat equity are mandatory. She will be showcasing “Uncharitable” at Bret Harte Theatre that is sponsored by Tim and Sarah Oskey on June 24th. This accredited documentary discusses what philanthropy looks like today and why we need to gather and support philanthropy.

Amber Sprock: Calaveras Big Trees State Park is entering summer, and the summer programs start this Saturday. There will be extra programming for State Parks week. Treated 157 acres with prescribed burn, and it was very successful. Stanislaus Forest Service, CALFIRE and other agencies were there to work together, and it went very well. The burn gave Big Trees Village extra fire protection. Some effects of the smoke are left over and one-way traffic control still going but should be finished soon. The Sequoia Snack Shack is now open Thursday through Monday from noon to four.

Aaron James: USFS held a Town Hall at Groveland this quarter, and the next meeting will be held in Arnold this fall. They would like to have district county supervisors at the meeting. The final environmental impact statement has been published on the USFS website with lots of info. The Forest Service Phase 2 project is still being worked on. Campground update: hope to have high country campgrounds and trails open by the end of June, but there is still some snow. Bike trail clearing is the main priority, and visitors are coming up now for biking excursions. His department is a little understaffed but working their hardest to get

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the trails done. Alison wants to work with Martin on the CVB's mountain biking piece. The USFS is adding more trails and making new maps. Aaron thanked the CVB for letting him be on Placer AI, and it helped with data and where to do outreach for events.

Mary Jane Genochio: Renegade still thriving and is open on Thursdays for wood-fired pizzas. The Hotel Leger restaurant and bar are now open. New business with goat milk soap and trinkets downtown. Getting ready for 4th of July parade. Sue Smith has a small art studio with local guest artists.

Susan Weatherby: 4th of July parade is coming up and already has several vendors and entries. They will have their flyover as well. Thankful to CVB for paying for portable toilets. Hotel Restaurant & Bar is open Thursdays through Sundays, and they hope to have the lodging open in a few weeks. Susan would like the CVB and Chamber to come support their grand re-opening. They announced they will have a 4th of July BBQ and live music. Moke Hill Nuts went to the fair and did well. Interested in final numbers for fair. Martin said 45K attended fair this year. Susan's granddaughter ran for Miss Calaveras and got 2nd place. Seeing a lot more travelers coming through this year and very excited for the summer.

Jeff Stai: June 21st will be the first live music event at the winery with Flashback. A wood-fired pizza oven will be going and it's going to be a lovely evening on the hilltop.

Jamie Andriola: Had to leave meeting before giving her update.

Betsy Uttley: Summer is here and super busy at Worldmark. During the first quarter of 2025, the resort will be undergoing a big renovation. The resort is scheduled for full occupancy all summer long. Worldmark works with a great third-party staffing company that helps with finding staff and homes for staff, and she can share their information. Habitat for Humanity – Worldmark has Wish hours for team members to volunteer extra help and extra hands. Her staff is ready and available to volunteer where needed.

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Meeting adjourned at 9:48 AM. Next meeting is July 10, 2024, at 8:30 AM at 753 South Main Street, Angels Camp, CA 95222 or via Zoom Video Conference.

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