



Board of Directors Meeting Minutes

May 9, 2024

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

The meeting was called to order at 8:50 AM by Kathy Collins.

Board Members Present: Katie Abrecht, Susan Weatherby, Kathy Collins, Jeff Stai, Amber Sprock, Tom Hix

Absent Members: Morgan Gace, Mary Jane Genochio, Betsy Uttley

CVB Staff Present: Martin Huberty, Jessica Johnson

Advisors Present: Jamie Andriola – Calaveras County Rep

Guests: Michael Badalato from Hook Line & Thinker

1. **Approval of February & April Board Meeting Minutes.** 1st –Amber S. 2nd – Tom H. All approved. None opposed or abstained.
2. **Approval of February & April P&L, Balance Sheet, Budget vs. Actual** 1st – 2nd – All approved. None opposed. At the April meeting, the board discussed budget adjustments. The board reviewed the changes at the meeting, and the suggested changes are in April's minutes. Tom H. motioned to approve the budget changes from the April meeting. Susan W. 2nd. All approved. None opposed or abstained.

Review of Domo Madden and Placer AI report – Report not in until the 10th.

HL&T - Marketing & Social Media – Michael Badolato– Wrapping up Q1 highlight saw extremely high performance in February and March. High-performing Women in History post and boosted events posts account for the highest numbers. The Valentine's Day giveaway had significant engagement. Michael suggested another giveaway for Q2 to boost engagement for the quarter. An outdoor exploration package and/or

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dining & drinking package would be popular. Media Report: Crafted a seasonal rafting release to 1065 media. Crafted Spring events to 198 travel and lifestyle media contacts. Crafted fishing release that went to 1073 media outlets. Had placement in Travel Journal “California Ultimate Playground” that has over 300K in readership. Jumping Frog Jubilee placed in several print and digital pieces in San Jose and Bay Area.

Numbers from April visitation: Met with 1,102 Visitors face to face 177 in Murphy and fielded 127 phone calls. Five different groups toured through the museum. Field trips from out of the area and a group from Haggin Museum.

3. **Old Business:**

Bylaws – Travis Owens: Martin met with Attorney Travis Owens regarding review of the CVB updated bylaws. Travis is reviewing the bylaws now and will help with any adjustments, if necessary, moving forward.

Ebbetts Pass Scenic Byway: Still in discussions. Martin will give updates as they occur. Martin believes Alpine County will contribute a small amount of their TOT to help offset costs of the CVB handling phone calls and the EPSB website.

Scavenger Hunt & Calendar Content: Martin will have more at the next meeting. No updates yet.

Museum update - Michelson Exhibit will open tonight at 4:00 PM. The exhibit is meant to inspire children of Calaveras County that they can do great things coming from a rural area. Martin is asking Grant Armstrong to help complete the Foundry Exhibit’s banners. There is a chance the old 1880s house at Highways 4 and 49 could be moved to the museum and restored as an exhibit. It is still highly beneficial having the CVB at the Angels Camp Museum so we can talk to many more visitors to the area.

Event payments: Martin wanted to let everyone know the CVB has been sponsoring as many events as possible in Calaveras County with the COVID savings money. Money is set aside for Lake Hogan Fireworks when they know who will be taking over the event in 2025. Martin will meet with GABA about getting sponsorship to them for the Independence Day parade.

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4. **New Business:**

New Officers – New Board Members: The board will need to elect new officers for FY24/25. Martin would like to have Michael Ninos of Dunbar House join the CVB board. Jamie A. suggested having one of the reps from the small county parks join the board. Table officer election to June once new board members come.

Budget: CVB is scheduled to make a presentation to BOS on May 28th. Jamie needs info by May 17th to submit. 24/25 Budget shows money from FY 23/24 that will be spent next fiscal year. Martin requested the board review the budget this month and send him questions, concerns, and suggestions. CVB board needs to vote for its final budget at the June meeting. Museum admissions on target for approximately \$70,000, over budget by \$5000.

Social Media: Martin is looking for ways to elevate Calaveras' social media presence. Having a local person generating content could be more advantageous to boost engagement. Martin would like to see more personal and community personality added.

IPW visit May 11th – attendees at Ironstone – Martin has invited CVB staff and board members and Calaveras dignitaries to attend the IPW Luncheon to talk to the tourism dignitaries about what is great about Calaveras County. International visitors from UK, India, Switzerland, and France will be in attendance. Tour from 1030 to 1200. Lunch is 1200 to 200. Susan W. offered Moke Hill Nuts & Candies items for swag bags.

Lodging Association Meeting – final numbers for last BOS board meeting: Martin will meet with Tom and Michael Ninos before next month.

5. **Board Member Updates:**

Amber S. – Park is fully open and getting ready for summer. May 15th town hall meeting for prescribed burning online and in person at education building. Dump station closed until further notice. Events for State Parks week June 12th.

Mary Jane G. – Not Present

Rebecca C. – Not Present

Susan W. – Had to leave meeting at 9:25 am

Morgan G. – Not present

Aaron J. – Not present

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Kathy Collins – Airbnb has been just average.

Jeff Stai – Had a couple of nice events the last month and gearing up for summer.

Michael Ninos – Not present

Tom Hix – There is a Wellness Fair at Town Square with Dignity Health from 10 – 3. The rain put a damper on attendance at the car show last weekend. Maybe move to Father’s Day next year. A Sound Bath will be held in the pool at the hotel on May 23rd. Limited to 15 people at \$25 per person. Finishing financing of Town Square expansion. The goal is to start construction in August/September and 44 more hotel rooms.

Jamie A. – Busy at county with the parks master plan. Meeting with focus group meetings and community meetings for study. Three major county projects – animal shelter, DA building, and grant funded building. Electrical upgrade at the county building. The county admin is working on budget discussions which are scheduled to be voted on by BOS in July.

Martin H. – Visit California/Dean Runyon said that Calaveras brought in \$269 million in tourism dollars. Placer AI 24% said there is more traffic this year traveling on Highways 4 and 49. Unfortunately, visitors are not buying retail. AI is a big goal for CVB next year to be lined up ready to go for people who use AI for travel and tourism. Martin is attending the DMA West CEO education conference in Wyoming in June.

Alison N. – (via email) The only Forest Service campground that is open is the Waka Lu Hep Yo campground on Boards Crossing. We don’t have the water system open (hopefully soon) so campers must bring their own supply of water. West Shore and Silver Tip campgrounds at Lake Alpine are expected to open by Memorial Day weekend. The only Forest Service roads open are Interface (behind White Pines Lake) and 5N02R Sourgrass Jeep trail. All other roads still have snow. Spicer Road should be opening up before Memorial Day weekend. The opening of the road could be delayed due to damage, we’ll know more in a couple of weeks. Expect that by June we’ll be able to start opening up more campgrounds and roads.

Meeting adjourned at 9:41 AM. Next meeting is June 13, 2024, at 8:30 AM at 753 South Main Street, Angels Camp, CA 95222 or via Zoom Video Conference.

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