



Board of Directors Meeting Minutes

July 10, 2024

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

The meeting was called to order at 8:39 AM by Susan Weatherby.

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

Absent Members: Betsy Uttley, Kathy Collins

CVB Staff Present: Martin Huberty, Jessica Johnson

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

Guests: Michelle Plotnik – Ebbetts Pass Scenic Byway, Kris Barnard – Posterity Ciderworks

Board members, possible board members, and staff all reintroduced each other for the new fiscal year.

- 1. Approval of June Board Meeting Minutes – Tom H.** motioned to approve. Mary Jane G. seconded. All in favor. None opposed. None abstained.

Approval of June P & L, Balance Sheet, Budget vs. Actual – Mary Jane G. motioned to approve. Jeff S. seconded. All in favor. None opposed. None abstained.

Martin advised the board that the CVB offered back \$70,000 to the county and the City of Angels Camp \$21,000 of leftover COVID savings. Both the county and city advised the CVB to keep that amount in reserves. Martin transferred the \$91K to the current CVB savings account. Martin was advised by the Mechanics Bank branch manager to move the savings account into a money market account which would earn more interest and remain liquid in case the CVB needs to dip into its

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reserves. Martin opened a separate museum checking account for more transparency and a clearer picture of the separate finances. The \$12,000 for the initial deposit came from the Angels Camp Museum Foundation for the Foundry exhibit.

Review of Domo Madden and Placer AI report – Website reports. Kris asked about key words on our website. Most clicks occur in July. Would like to see more in-depth info and how we are capturing the traffic info. Martin would like to meet with Kris and Madden Media to get more in-depth info. There was an upswing in visitors in June. The heat in July might affect numbers but looking to be a high number based on the high number of event attendees.

Marketing & Social Media – update and report- Martin and Jessica met with Morgan to help us get off our feet for in house social media. Martin has a few campaigns going forward. Turning the SF Gate article into humor on our social media response was very well received.

Numbers from June visitation. – The CVB had 1,179 in-person contacts and fielded 143 phone calls. The CVB saw over 14,000 people face to face last fiscal year.

2. New Business:

A) Adopt Bylaw Update Signed off on by Travis Owens – Martin and Jessica went through the bylaws to update. Met with Travis Owens to review that everything was correct and legal. CVB bylaws were approved by attorney Travis Owens. Michelle Plotnik offered several suggestions and small changes which the CVB board agreed. Martin will make the changes then post them on the CVB's website. Changes include: Change wording in Article 3, Section 1 to read *exempt status under Internal Revenue Code either section 501(c)3 or 501(c)6*; Article 5, Section 3 – change 11 directors to 13 directors to include two designated non-voting directors one each from the City of Angels Camp and Calaveras County; Article 5, Section 6, Item 1 – change “*faithful service*” to read “*act in good faith*”; Article 6, Section 2 – change Board of Directors meeting day from Thursday to Wednesday.

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Morgan Gace motioned to accept the updated bylaws with Michelle Plotnik's suggestions and Tom Hix seconded. All approved. None opposed. None abstained.

- B) 2024/25 Budget discussion** – The CVB's request for funding from the county was agreed to by the County who will provide \$400K in TOT funding for FY 24/25. The City of Angels Camp will provide \$88K in TOT funding. The interim City of Angels Camp administrator is Steve Williams. Martin gave Susan W. a letter to the county and city to show the CVB's end of year financials and what CVB has accomplished for the year. Martin made a presentation to the City on July 2, 2024. The city appreciates the CVB being at the museum and is very happy with all the numbers. Tourism dollars are up \$23 million from 2022 and up \$51 million from 2021. Visit California says inflation does not affect those numbers.
- C) Social Media going forward in House** – See above
- D) Lodging Association** Martin feels it's very, very important to get the lodging partners together to meet. He'd like to have a meeting in August with lodging partners. Tom H. offered CV Properties for the meeting.
- E) Honey Tree** – Travel influencers coming to Calaveras. This couple went on a honeymoon 12 years ago and never stopped. They have been on morning shows and have over 100K followers. They enjoy finding interesting natural tourism spots, and they like to volunteer locally when they visit areas. Martin will be creating an itinerary for them this week.
- F) Film Commission** – A popular HGTV show will be filming in Calaveras at the end of next week. Another show from Discovery Channel called Homestead Rescue is coming in August. Martin will be applying for a grant from CCF for Calaveras Tales part 2 – Women in Calaveras. Martin needs at least seven women from around Calaveras, and he hopes to work with Manuel Costa again.
- G) Frog Art** – 2025 will be the 20-year anniversary of the frogs around the county. Martin pitched to work with the Chamber but did not get a response. Martin is working with Sway Marketing to get artists to refurbish the frogs and place around the county. The main goal is to

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have visitors find the frogs and send them around the county. The CVB will be the sole sponsor of the frog project.

- H) **DMA West** – Martin went to the conference in Wyoming and met with other CEOs and travel educators. Martin came back knowing we are doing the right things and on the right track for marketing the county. The CVB is doing the same things similar DMOs with similar budgets are doing.

3. Old Business

- A) **Ebbetts Pass Scenic Byway** - Michelle Plotnik offered to sit on the CVB board and help with the transition of the EPSB. Martin has all the financial reports from the EPSB. Michelle said the organization is small, and EPSB board would like to remain as an advisory organization and keep their 501c3. They would organize the Hermitfest event every year. The Alpine County board of supervisors expects to contribute some TOT dollars for the CVB to bring on the EPSB. EPSB would have a separate bank account like the museum. The CVB website would cover to Markleeville. The biggest piece is getting the scenic byway funds – look for ways to increase the visitors’ experience i.e. building more toilets, signs, parking projects. The EPSB is funded by Hermitfest, National Byway Funds and existing matching donations. Someone from CVB would be responsible for submitting requests for federal funding.
- B) **Scavenger Hunt & 2025 Calendar** – No update
- C) **Museum update** – Museum closes the mining and ranching building when the heat becomes too much. The CVB is still open, and the museum charges \$5 to see the rest of the museum. The museum (Suzie) and CVB (Amy) staff helped cover the cooling center in Angels Camp over the July 4th weekend. New signage for the Foundry should be coming next week. New signage throughout the museum as well. Hoping to expand more of a children’s experience at the museum. Mark Twain statue is being refurbished at the museum. Martin will send a QR code for opinions on where to place the refurbished statue in Utica Park. He hopes that the Mark Twain statue is at least placed on the road so people can see him. Martin and Grant created a new

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16' sign to put on the old Huberty Building in San Andreas pointing to downtown San Andreas and the Calaveras County Museum.

4. Board Member Updates:

Kathy Collins: Not present

Amber Sprock: Biggest month of the summer for the park and ready to go. A couple film permits are coming through for the park and Columbia State Park.

Tom Hix: Struggle with PGE power outages and the fire, however occupancy of hotel has been strong. Consistently there are more visitors, but they are spending less money. Martin said Placer AI showing 24% more traffic, but retail is down. This seems to be the trend all over California.

Morgan Gace: No update

Aaron James: Stanislaus National Forest – fire going on now, but not affecting Calaveras. All campgrounds on Hwy 4 are open. New concession at Spicer – Royal Elks Management managing the Spicer campgrounds. Dear Valley Trail is set to open on July 12th, coinciding with the Death Ride on Hwy 4 Ebbetts Pass.

Mary Jane Genochio: July 4th parade was a lot of fun and very hot. People didn't linger, but there was a party and drinks at the pool at the Hotel Leger. The Hotel Leger restaurant closes when it gets too hot, which is unfortunate because people can bring kids and swim in the newly renovated pool. Renegade is doing well, and they are the party location in town. PGE has set up a huge equipment site right at the entry into Moke Hill which is unsightly. Highway 49 and Center is a mess of equipment.

Susan Weatherby: Parade was phenomenal and well attended except the heat kept people from staying and spending money. It's usually the

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biggest day for town businesses. CVB sponsored the extra toilets for the event. The parade had a great flyover enjoyed by everyone.

Jeff Stai: Twisted Oak Winery will have on August 3rd its next Paint and Slurp event. Jessica attended the Flashback concert on June 21st and it was a fun event with a beautiful view of the sunset and the strawberry moon.

Jamie Andriola: The county is still in the process of finalizing the Parks and Rec master plan. Martin and Jamie met with Parks and Rec commission. Jamie suggested in the meeting to use the CVB as the central master calendar which Martin offered. Everyone liked the idea, so the CVB will begin facilitating becoming more of the centralized county calendar. The County's 24/25 fiscal year budget was adopted, and the official adopted budget will come out in September. The Wagon Trail project is pushing forward between Copperopolis and Angels Camp. Phase 1 is scheduled to be completed by the end of the year.

Katie Asbresch: The Calaveras Enterprise newspaper had a very successful fair guide.

Betsy Uttley: Not present

Kris Barnard: Posterity Ciderworks is chatting with more Michelin restaurants to carry their ciders. Posterity is releasing cans in the next few weeks for the first time. They offer an In-house recycling program with \$1 off next purchase. Martin said Brendon is in the Sactown Magazine CVB ad.

Meeting adjourned at 9:49 AM. Next meeting is August 14, 2024, at 8:30 AM at 753 South Main Street, Angels Camp, CA 95222 or via Zoom Video Conference.

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