

AGENDA	Plumas County Tourism June 24, 2025
<p>Type of meeting</p> <p>Attendees</p>	<p>Board of Directors Meeting Time: 11:00 am- 1:00 pm Location: Plumas Bank, Greenville CA</p> <p>Zoom Link: https://us06web.zoom.us/j/86442347963?pwd=e7Mja4igGLedN6yeJH3iyn4cUrMVab.1</p> <p>Password: PCT</p> <p>Public Welcome</p> <p>Directors: Susan Bryner, Chair, Lee Anne Schramel, Vice Chair, Karen Kleven, Secretary, Tracy Wixted, Treasurer, Lynn Wimer, Riccardo Jacobus, Mark Lilley</p> <p>Staff/Consultants: Katherine Sansone, PR Consultant, Sharon Roberts, Consultant, Shannon Greer, Administrative Support</p>
Purpose & Desired Outcomes	<p>Purpose:</p> <p>Monthly Board Meeting</p> <p>Desired Outcomes:</p> <ul style="list-style-type: none"> • Approval of Social Media Verification • Approval of Sansone+ Contract • Approval of Robert's Contract • Approval of 7/31 Budget Extension • Approval to Extend Civitas Contract • Approval to Extend Greer Employment • Clarity on Renewal Timeline/Deliverables/Commitments • Assessment of Board Member Progress/Renewal Ballot Process <p>Board Members :</p> <ul style="list-style-type: none"> • Please bring signed petitions to the meeting. • Please review Project Calendar prior to meeting.

11:00 am	Introductions Review/Approval of Previous Minutes Approve by Susan second Mark motion carried May 27 meeting canceled. No public input Public Input	Lee Anne Schramel
11:15 am	Marketing <ul style="list-style-type: none"> • Update from Roberts • Discussion and Possible Approval Social Media Verification • Update from Katherine Sansone <ul style="list-style-type: none"> ○ Sierra Rec trail tested video ○ golf tips Bailey Creek and Nakoma writing a story 20 minute podcast national - birdwatching, hotels, families, breweries, coming from SF media event ○ Edible reno and city scape - profile on Greenhorn. Coming for a 3 day visit in July. Doing something about Young's market ○ Visit CA - Maidu ○ Updates LACC newsletter ○ Sierra Rec - Captain Rob, and Hex ○ It doesn't happen overnight - getting good recognition- ○ Media reception another one coming up in the fall ○ What we're getting for a small county is very good- going in the right directions 	Sharon Roberts & Katherine Sansone
11:45 am	Finance <ul style="list-style-type: none"> • Budget Outlook Discussion <ul style="list-style-type: none"> ○ Be in hole in August Wait to pay for Sharon in December ○ Shannon doing very well in social media and newsletters, bandwango, extend her contract. \$25/ hour ○ It's a cash shortfall not a negative • Approve Budget Extension Through 7/31/2025 	Finance Committee

	<ul style="list-style-type: none"> ○ microzone payments <ul style="list-style-type: none"> ■ what needs to get paid and when <ul style="list-style-type: none"> ● get \$ for Lynn earlier next year ● Wait until September <ul style="list-style-type: none"> ○ Frequency can wait ○ Plumas Audubon get paid now ○ Wait until September ○ Pay SBTS \$1500 ○ Toy Store - \$1000 balance in September ○ BAM \$3500 now \$3500 in September ○ Quincy Chamber wait until September ● ideas for podcasts <ul style="list-style-type: none"> ○ Grebe festival ○ SBTS - Mountain Meadows ○ Toys Store ● Discussion and Possible Approval- Civitas Contract Extension <ul style="list-style-type: none"> ○ Keep contract going for next 2 months <ul style="list-style-type: none"> ■ 5000 June ■ 5000 July ■ 2000 August ■ \$12,000 more than had in budget 	
11: 55 am	<p>Administration and Operations</p> <ul style="list-style-type: none"> ● Discussion and possible Approval Robert's Proposal <ul style="list-style-type: none"> ○ \$35 hours for 80 hours per month through December Karen makes motion and mark seconded ● Discussion and possible Approval Sansone Proposal <ul style="list-style-type: none"> ○ Should be through Dec. 2025 ○ Question to lodging provider how many times they come to website do booking. ○ Mark print has very little effect. Katherine ○ Lynn thinks we need Katherine ○ Paying for knowledge and contact ○ Motion to make \$4000 per month switching up focus through December , \$4000 for 3 months, 2025 July August September \$4000 and \$4350 after that at higher level plus expenses for October, November, December. 	Lee Anne Schramel & Susan Bryner

	<ul style="list-style-type: none"> • Discussion and possible Approval Greer Employment Extension motion make by Susan and seconded by Tracy. All in favor. 20 hours/week amended motion. • Mtg. Summary: Airbnb TOT/Fee Collection Options & SB 346 <ul style="list-style-type: none"> ○ Approve Budget extension through August. ○ Karen makes a motion that we amend and extend through August 31, 	
12:15: am	<p>Stakeholder Communications</p> <ul style="list-style-type: none"> • Renewal Process Timeline Update <ul style="list-style-type: none"> ○ TOT numbers were sent to Civitas ○ Updated list is still wrong and still has Eastern Plumas. ○ County sent list ○ Revise dates for renewal ○ ROI August 5 Resolution of Intent ○ August 19 Public Hearing ○ 45 Days after mailings mailed ○ October public hearing and adoption of hearing ○ Drop dead date for petitions ○ • Benefits to Renewing the District Talking Points • Board Member Progress: Renewal Ballot Process Discussion • Draft Presentation for BOS - July Agenda Date <ul style="list-style-type: none"> ○ 	Sharon Roberts, Susan Bryner
1:00 pm	Session Adjournment Mark makes a motion to adjourn Susan seconded.	