AGENDA	Plumas County Tourism October 7th, 2025
Type of meeting	Board of Directors Meeting Time: 11:00 am- 1:00 pm Location: Crescent Country, 15771 Highway 89, Crescent Mills, CA 95934 Zoom Link: https://us06web.zoom.us/j/83943849466?pwd=4nSGaLqoAazT1x XanbbbYCLT1qNa43.1
Attendees	Password: PCT  Public Welcome  Directors: Susan Bryner, Chair, Lee Anne Schramel, Meeting Facilitator and Vice Chair, Karen Kleven, Secretary, Tracy Wixted, Treasurer, Lynn Wimer, Riccardo Jacobus, Mark Lilley  Staff/Consultants: Katherine Sansone, PR Consultant, Sharon Roberts, Consultant
Purpose & Desired Outcomes	Purpose:  Monthly Board Meeting  Desired Outcomes:  Decision on Potential Major Marketing Investments (Fall and/or January; pending Finance Committee input) Decision on Continuation of Reno City Lifestyle Advertisement Decision on Scheduling and Objectives for Separate Strategy Meeting Approval of Proposed Bylaw Amendments Decision on Adjusting Officer Election Timeline to Take Effect January 1  Board Members: Please bring signed petitions to the meeting. Please review Project Calendar prior to meeting.

11:00 am	Introductions  Review/Approval of Previous Minutes  Public Input	Lee Anne Schramel
11:10 am	Renewal Updates  Renewal Documents to Review Final Efforts for Petition Collection Targeted Outreach to Board of Supervisors (One-on-One Discussions) Additional Requests for Letters of Support Distribution and Review of Support Letters Upcoming Plumas County Board of Supervisors Meeting Dates	Sharon Roberts
11:25 am	<ul> <li>Cash Flow and Financial Obligations (including Civitas)</li> <li>Sansone Monthly Charge (\$4,000) – Continuing Through December</li> <li>Additional Financial Matters</li> <li>Expense Allocations through 8/31/2025</li> </ul>	Finance Committee

12:10 am	Administration and Operations  Selection of Upcoming Meeting Dates and Times (Regular Meetings, Strategy Session, Annual Meeting)  By-Law Amendments  Decision: Adjust Election of Officers to Take Effect January 1  Organizational Updates  Name Change Filing with State and Plumas Bank (post-January 1, if approved)  Plumas Bank Office Space Needs (Discussion)  Scheduling Note  Reminder: Shannon Out of Office ~ October 6 through mid December 2025	Sharon Roberts, & Susan Bryner
12:30 pm	Presentation by Tracey Ferguson, Plumas County Planning Department Director	
1:00 pm	Session Adjournment	