

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	Finance • Cash Flow and Financial Obligations (including Civitas) • Sansone Monthly Charge (\$4,000) – Continuing Through December • Additional Financial Matters • Expense Allocations through 8/31/2025	Finance Committee
11:45 am	Marketing • Fall Color Campaign - o Photo Collection and Weekly Updates - o Discussion: Blog Posts vs. Traveler Guide Updates • Sansone Report • General Marketing Update from Shannon • ROI Metrics - o Google Analytic Pages • Strategic Marketing Investments - o Decision: Potential Large Marketing Spends (Fall and/or January; pending Finance Committee feedback) - o Decision: Continuation of Reno <i>City Lifestyle</i> Advertisement (Decision needed by November)	Katherine Sansone, & Sharon Roberts

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	