

AGENDA	Feather River Tourism Association October 11, 2023	
Type of meeting	Board of Directors Meeting Start Time: Noon – 2 pm Lunch available at 11 am thanks to Lee Anne Location: Plumas Bank 121 Crescent Street, Greenville	
Directors	Sharon Roberts, President; Karen Kleven, Vice President; Susan Bryner, Treasurer; Janice Harman, Secretary; Directors: Riccardo Jacobus, Lee Anne Schramel. Katherine Sansone, Marketing Contractor; Ellie Hinrichs, Office Administrator; Rene Tuchscher, Advisory Council.	
Purpose & Desired Outcomes	<p>Purpose: Quarterly Board Meeting</p> <p>Desired Outcomes:</p> <ul style="list-style-type: none"> ● Vote on Board Member Nominee, Lynn Wimer ● Vote on upgrading WP ● Vote on renewal of board members, Kleven and Bryner ● Discussion and possible vote on additional strategic plan ● Establish by-law change committee ● Establish hiring committee ● Establish research committee on Eastern Plumas 	
12:00	Approval of Agenda & Previous Minutes Minutes 8.17.2020	Sharon Roberts
12:05 – 12:35	<p>MARKET THE REGION</p> <ul style="list-style-type: none"> ● Update on current Fall Promotions ● Update and Reporting from Bliss Branding, social media, SEO ● General Analytics for website ● Upgrading WP - vote ● Research Update on possible Marketing Platforms for 2024 ● Discuss possible website survey ● FYI infobank all traveler profile 2022 from Carl ● Discuss existing strategic plan and interest in contracting for a new 2-year plan – possible vote ● Placer.ai Case Study 	<p>Sharon Roberts, Katherine Sansone</p> <p>Ellie, Karen Kleven</p>

12:35 – 1:15	<p>OPERATIONS/POLICY/PROCEDURES</p> <ul style="list-style-type: none"> ● Board Member Nominee, Lynn Wimer – vote ● Renewal of Board members, Klevin and Bryner - vote ● Update on Tax Collector and CAO ● Discussion – How will board operate? <ul style="list-style-type: none"> ○ Use of by-laws and organizational structure ● Preparing for succession of directors ● Steps needed before hiring permanent Executive Director ● Establishing a hiring committee ● Establishing a committee to determine if it is viable to add Eastern Plumas County to FRTMD 	Sharon Roberts
1:15 – 1:35	<p>FINANCE</p> <ul style="list-style-type: none"> ● Treasurers report 	Susan Bryner
1:35 – 1:45	<p>MICROZONES</p> <ul style="list-style-type: none"> ● Update on Microzone Grants ● Allocation of Microzone Funds EOY 2023 	Janice Harman, Susan Bryner
1:45	<p>Public Input/Discussion</p> <p>Select date and location for next in-person board meeting</p>	Sharon Roberts
1:55	Next Board Meeting	Sharon Roberts

Attachments:

3rd Quarter Financials