

**Feather River Tourism Association**  
**Special Meeting Agenda**  
**November 14, 2023**  
**Plumas Bank, Back Room, Greenville**  
**9 am – 1 pm**

Join Via Zoom Meeting

<https://us06web.zoom.us/j/3465815833?pwd=S0hkTDdPZnpMR3dTUTJrYU9qZjQydz09>

Meeting ID: 346 581 5833

**Passcode: FRTA**

**Participants**

Sharon Roberts, Karen Kleven, Susan Bryner, Janice Haman, Riccardo Jacobus, Lee Anne Schramel, Lynn Wimer, Katherine Sansone, Ellie Hinrichs

**Purpose**

- Set the stage for 2024-25 Strategic Planning

**Pre-Work to be completed prior to meeting.**

- Participants individually review 21-23 strategic plan and indicate tasks started, not started, completed, ongoing, on 2021-23 strategic plan worksheet [21 - 23 Strategic Plan Worksheet](#). Bring to meeting.
- Participants complete Strategic Planning Survey <https://forms.gle/adomjKUB4z7vPcibA>
- Participants each bring 3 goals/objectives to meeting
- Participants review SMG Consulting website information [https://www.smgonline.net/Current Strategic Plan 2021-2023](https://www.smgonline.net/Current%20Strategic%20Plan%202021-2023)

**Desired Outcomes**

- Agreement on next steps

**Agenda**

1. Review:
  - a. Vision: Where are we going?
    - Current vision statement: To realize our area's full potential as a travel destination.
  - b. Mission: Why do we exist? Who do we serve?

- Current mission statement: Our mission is to increase visitation to lodging businesses in western Plumas County by providing results-oriented marketing, advertising, and tourism resources.
- c. What have we accomplished so far?
- Review of 2021-23 plan and goals
    - Year 1 Goal: Create a strong foundation and brand for Plumas County
    - Year 2 Goal: Wrap up brand development and launch Plumas County as a destination to audience.
    - Year 3 Goal: Expand content initiatives and begin to pump budget into attraction efforts, then begin influencer and public relations outreach.
  - Review of Strategic Planning Survey
2. What do we need to focus on in the next 2 years to achieve our vision?
- a. Directors share 3 goals each.
- Where will we choose to “play” in the tourism marketplace?
  - What do we need to focus on for lodging continued investment in FRTA?
- b. Tasks to meet shared goals discussed:
- How will we achieve marketplace success?
  - How will we gain lodging approval?
3. Resource Allocation:
- a. What are our organizational capabilities?
- b. Do we have the management systems in place to see it through?
- c. How to improve internal and external communication?
4. Next Steps
5. Update on Request for Records