

Feather River Tourism Association

Minutes of the 8/17/2023 Board Meeting

Attending:

Sharon Roberts, President
Karen Kleven, Vice President
Susan Bryner, Treasurer
Janice Haman, Board Member
Riccardo Jacobus, Board Member
Katherine Sansone, Marketing Contractor
Rene Tuchscher, Advisory Committee
Ellie Hinrichs, Office Administrator

Sharon called the meeting to order.

12:05

Susan motions to approve the agenda, Karen seconds, all in favor.

Karen motion to approve the previous minutes, Susan seconds, all in favor.

Sharon introduced Lee Anne Schramel who has applied to be a board member representing Indian Valley. Lee Anne talked about her interests and background as the Public Affairs Officer for the US Forest Service in Quincy. Her legal name is Elizabeth Anne Schramel. Susan was very impressed with Lee Anne's application. Lee Anne was placed in the waiting room. Karen thinks we're really lucky to have somebody like Lee Anne, and also that she can represent Indian Valley and the Feather River Canyon. Rene and Riccardo agree.

Susan motions to accept Lee Anne Schramel as the representative of Indian Valley and the Canyon on our board, Karen seconds, all in favor.

Lee Anne is welcomed back. She can now vote on anything today or abstain if she feels she doesn't have enough information.

Action Items

12:17

Karen motions to approve Janice as secretary, Susan seconds, all in favor.

Lee Anne motions to approve Janice, Karen, Susan, and Sharon as the Plumas Bank account signers, Janice seconds, all in favor.

Lee Anne offers to draft or amend a letter of support for Feather River Resources Conservation District. Ellie will share our letterhead with Lee Anne. Sharon would then be the one to approve and sign the letter.

Lee Anne motions to send a letter of support for the Feather River Resources Conservation District, Susan seconds, all in favor.

Market the Region

12:21

Katherine has been working closely with Charlie at Sierra Rec. She had a very busy weekend first with **Weekend Sherpa** and then **Sierra Rec** coming to town. He went fishing and then to several restaurants which he will write reviews on. Karen was the tour guide for Weekend Sherpa and thought they were great to work with. They asked her to be on an upcoming episode of their podcast, [Take it Outside](#), which she recorded this morning. Katherine said they'd like to come back and film during the fall color peak so that footage could be used next year. We viewed their [Instagram story highlight](#) on Plumas County. Aside from our three sponsored stories, our complete takeover on their site at the end of August or beginning of September.

Riccardo asked if we had anything to do with the [Only in Your State article about Quincy](#) that has been circulating on Facebook recently and featured his building downtown. No one knows how it came about.

Katherine was contacted by a freelance writer at Edible Reno. She will be doing a column on a lot of the new area restaurants in October. She also writes for four outdoor magazines and will be coming to the area at the end of August. Rene is friends with the Edible Reno/Tahoe editor/publishers Amanda and Jacky who are very familiar with the area.

We are finally getting some hits on Visit CA. Katherine regularly sends them events and other subjects they feature, such as sustainability and wake surfing. They did a review on one of our restaurants in this issue, so our connection is getting stronger there. Susan asked about one of their top three social media posts, which was a post about Hwy 162 that Quincy Chamber did. Sharon said that Shasta Cascade has picked up several of our posts, and Visit CA picked up from there.

Katherine is still working with Food & Travel Magazine on the two-page spread in their October issue.

Lee Anne wants to run the **Media Kit** by some of her Forest Service friends to make sure the information is still current. Karen thinks her input would be great since she knows the whole area so well.

Sharon summarized the analytics from Bliss Branding saying that Instagram took off in June, not as much in July, and the results are astounding.

Karen has had negative comments from locals about our social media posts. The main issues are timeliness of certain posts (wildflowers, waterfalls) and that Bliss Branding has someone from Florida posting who doesn't know the area. She has shared an iris from someone's garden and called it a wildflower, and a waterfall after it dried up, and there was a sponsored post with a waterfall that wasn't even in our county. Riccardo thinks those are valid points and agrees that they are sharing too many events. Karen and Riccardo don't think they need to be sharing movies. Katherine is not an expert but reminds everyone that the more active we

are on Facebook the more we are seen. Karen thinks we need an overall social media plan based on our strategic plan, hitting our three target audiences.

Sharon doesn't like every post, but we're only 60 days in and it takes 90 days to get data from Bliss. The paid ads are working well (\$1500/month). Samantha suggested increasing that amount in the fall, but it's probably not in the budget. Samantha wants to run a promotion offering free lodging or something to get people to sign up for our email list and really promote lodging for the fall. Katherine suggests a package including lodging+dinner. She could ask Timber Lodge, and Riccardo said he could include a bottle of wine. If there's good marketing in it, he could throw in a stay at Courtyard Suites. Karen could check with Ada's Place and Wildflower Cafe. "Four Seasons of Adventure" doesn't appeal to Lee Anne. "Four Seasons of Beauty or Relaxation" does, and she would love to win local items in the package such as a candle or coffee. Sharon suggests putting three packages together, one for each microzone. Riccardo suggests talking to Yuba Expeditions to add a mountain bike shuttle trip. Lee Anne can work on the Indian Valley package. Katherine will work on Chester. Rene would be happy to add swag to the Quincy package since Greenhorn isn't open in the winter. Visit Mendocino got 10,000+ email signups for their "Magic is Real" Giveaway, but they're also backed by USA Today. If Samantha can't put something compelling together, Charlie at Sierra Rec would be a good second choice.

We need to reprint the **Awesome Autumn brochure**. It would be \$.82 each for 1000, or \$.48 each for 2500 (\$1200). It looks like we'll get \$10,000 of our ARCA grant by the end of the month, but we only have \$9,000 in trust with the Tax Collectors Office second quarter payment, and that's all the check would be if they cut it August 31st. Sharon offered to accept the check September 15th if they include through the end of August. The worst case scenario is that we only have an additional \$19,000 until December, better case scenario would be \$10K on the first and another \$15-20K mid-September. We are currently all out of the brochures. Rene and Lee Anne and Susan like the idea of creating tent cards with QR codes down

the road, but we need to print the already-designed brochure for now. We need to be getting some of them out of the area, like at the Visitors Centers in Truckee and Reno. Susan thinks the marketing committee should be doing this way in advance and within budget. \$1200 is within our visual assets budget, even though we are very short on cash right now. We need to move forward and make a decision on this, and then do better next year. Everyone agrees.

Lee Anne motions to spend \$1200 printing 2500 Awesome Autumn brochures, Janice seconds, all in favor.

Ellie gave a quick update on High Sierra Music Festival. Everyone agreed that a different booth location would probably be better next year. We have the opportunity to work with Rebecca to get more Plumas County information on their website, highsierramusic.com. Katherine wants Rebecca's contact info to have a conversation about how we can better benefit each other. Sharon would like to discuss further at the next two marketing meetings and plan out a whole year.

Rene has to leave. Sharon would like her to share photos with Weekend Sherpa.

Operations/Policy/Procedures

1:18

Lee Anne provided feedback on the Board Member Application Packet. She had difficulties with the fillable application and will work with Ellie on that. Karen said we will work on the Values Statement. Susan questioned the cc'ing of admin on all emails in the Record Retention Policy. The appendix clarifies which emails need to be retained.

Susan motions that we approve the Code of Ethics Policy, Lee Anne seconds, all in favor.

Susan motions that we approve the Conflict of Interest Policy, Janice seconds, all in favor.

Lee Anne motions that we approve the Records Retention Policy, Susan seconds, all in favor.

Karen motions to approve the Whistleblower Policy with Sharon as the compliance officer, Susan seconds, all in favor.

Susan motions that we approve the Fraud Policy, Karen seconds, all in favor.

Sharon assigns Ellie and Janice to check the signatures on the bylaws and make sure we have one signed by the current secretary.

Finance

1:29

Susan provided an update that we are 62% behind our projected assessments. SingletonAuman payroll prep fees went up to about \$6,000 per year. Our admin costs are running over. We're right on budget with our marketing expenses. Microzones are split 34.9% for Quincy/Bucks, 63.8% for Almanor, and 1.3% for Indian Valley/Canyon. Going forward into 2024, Susan would like to start using the percentages of revenue shares from the previous year so that Robin has something specific to go by.

Karen motions to proceed the way Susan recommended to determine the Microzone breakout for the next year, based on the previous year, Sharon seconds, all in favor.

We have roughly \$13,000 in the bank, minus Ellie's latest timesheet.

Microzones

1:40

The grant application, agreement, and report are all online now. Susan would like more data in the Grant Report.

Riccardo would like Microzone funding to be considered on a case-by-case basis, for instance to pay for a band.

Janice provided an update on the Quincy/Bucks microzone committee meeting. They wanted to fund the Kompression festival but can't this year due to cash flow. Quincy Chamber has submitted applications for Sparkle and Groundhog Fever Fest, which we'd like to support as long as we have the money to do so. We would like to see them spend more of the money on advertising out of the area, and working with Katherine on that.

Susan would like to accept grant applications for a six week period twice a year (spring and fall) and then close it. That will help us plan better to set aside money for what we want to fund.

Lee Anne would like to attend the marketing committee meeting, 1:00 on Tuesday.

Public Input/Discussion (none present)

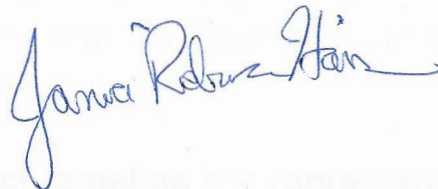
1:55

The next meeting will be Wednesday October 11th from 12-2.

Lee Anne will check with Plumas Bank in Greenville and if it's unavailable she knows two other options with great wifi.

Sharon adjourned the meeting.

2:01

A handwritten signature in blue ink that reads "Janice Robinson". The signature is written in a cursive style with a large initial "J".