

Plumas County Tourism

Board of Directors Meeting

April 29, 2025

9:00 a.m. - 11:00 a.m. Taylorsville Museum

Minutes

The meeting was called to order at 9:31 a.m. by Vice Chair - Lee Anne Schramel

Attendees:

Directors: Present: Susan Bryner-Chair, Lee Anne Schramel-Vice Chair, Tracy Wixted-Treasurer, Karen Kleven-Secretary, Lynn Wimer, Mark Lilley

Staff/Consultants: Katherine Sansone, PR Consultant, Sharon Roberts, Consultant

Vice Chair, Schramel, facilitated the meeting.

Motion to approve the agenda by Susan Bryner and seconded by Lynn Wimer. All in favor, none opposed, motion carried.

Motion made to approve the minutes from the 3/25/25 meeting by Susan Bryner and seconded by Mark Lilley. All in favor, none opposed, motion carried.

ED Report by Shannon Greer: Shannon Greer was unable to attend the meeting. Below is a summary of her report:

- Working on the Bandwango Lassen Pass and it's ready to roll out.
- Website - added boat launch section, working on hiking page.
- Social media - scheduled posts, sent out April newsletters.
- Annual report - finalize and reformat
- Renewal - printed and assembled Management District Plan.
- Networking - Quincy Rotary presentation, met with PNF staff, met with SNC concerning grants.

Marketing report from Katherine Sansone

- Attended Shast Cascade summit, received 250 stickers, BASS tournament swag bags and press kits, media list for Family Vacation and Travel, Sierra Rec covers kayak races, ads in Sierra Rec and BASS Magazine, Sierra Rec shooting B-roll for PCT, success of the CA Travel magazine and the upcoming ad in City Lifestyle Reno.
- Need to get a sales tax number when selling postcards and stickers.
- Importance of tracking ROI through QR codes in ads.
- Use the term Upstate CA versus Shasta Cascade.

Finance

- 2025-Budget discussion and proposed approval through June, 2025 and revisit at May meeting.
 - Sharon presented the cost savings so far in order to balance the budget.
 - Reduced payments to Bliss Branding and dependent upon contract action at the end of meeting potential of ending Bliss Branding contract.
 - Postpone and reduce some microzone payments.
 - Reduced payments to Civitas.
- **Action:** Motion made to approve the Budget through June was made by Karen and seconded by Susan. All in favor, none opposed, motion carried.

Administration and Operations

- **Action:** Motion made to approve the 2024 Annual Report by Tracy and seconded by Lynn. All in favor, none opposed, motion carried.
 - The digital version with edits listed below but the print version with no changes.
 - Quincy microzone recipient edits:
 - Quincy Historical Walking Tour brochure.
 - Americana Festival versus Plumas Fair Foundation
 - Mountain to Meadows Festival versus SBTS.
 - The Board of Supervisors presentation will take place in early June. Sharon and Susan will create and make the presentation.
- Letter of support for Quincy Outdoor Theater project.
 - Karen and Lee Anne will draft the letter and send it to Debbie Hopkins and the Board of Supervisors for the May 20, 2025 BOS meeting.

Stakeholder Communications

- Update on Petition Drive - the 2025 Management Plan has been printed but the list of lodging providers needs to be revised to include only lodging providers within the District - presently Eastern Plumas lodging providers are included. Sharon will ask Civitas to revise.
- Renewal Meet and Greet packets which include petitions will be distributed soon. The petition drive will start after packets are received.
 - Karen, Tracy and Sharon will meet with Mimi Hall in the next two weeks to discuss issues concerning data needed to count petitions.

Regular Session adjourned and closed session begins to discuss Personal Evaluation

Regular Session resumes

Contracts Reviewed

Action: Motion made to approve mileage reimbursement for Sharon Roberts in order to solicit lodging contracts from lodging providers in Eastern Plumas County in the next two weeks by Mark and seconded by Tracy. All in favor, motion carried, none opposed,

Action: Motion made to approve a trial 60 day social media contract with Courtney Barton for \$1300/month starting in May, 2025 by Tracy and second by Mark. All in favor, none opposed, motion carried. Courtney presently contracts with Elegant Farmer for social media content.

Action: Motion made to approve eliminating all contracts with Bliss Branding as soon as possible by Lynn and seconded by Karen. All in favor, motion carried, none opposed.

Motion made to adjourn the meeting at 11:30 by Mark and seconded by Lynn. All in favor, none opposed, motion carried.

Next meeting will Tuesday, May 27, 2025

Public Input - no public input

Meeting adjourned 11:30 a.m. by Lee Anne Schramel

Minutes submitted by Karen Kleven, PCT Secretary
5/1/25