



Management Committee Regular Meeting
Monday, Nov 20
2-4 PM

Zoom Location:

<https://us02web.zoom.us/j/89276152261>

Physical Location:

Siskiyou Economic Development Council Conference Room
1512 S. Oregon St, Yreka CA 96097

- I. **Call to Order:** Meeting called to order at 2:01 PM by Aman Dhillon

- II. **Roll Call:**
In person: Lowell Pratt (Board Member), April LaFrance (Board Member), Darlene Mathis (Board Member),
Zoom: Aman Dhillon (Board Chair)
Absent: None

Guests: Bhaumik Modi (Comfort Inn, Townhouse Hotel, and Hi-Lo Motel + Café Owner)

- III. **Public Comment:**
-None-

- IV. **Consent Items:**
-None-

- V. **Discussion Items:**
 - a. Staff Report
 - i. Staff Reports
 1. Program Director Heather Dodds presented the marketing report. She reported that the October digital billboard run in Sacramento was very successful, with 9M+ impressions and a retargeting click through rate of .5%, well above the industry average of .15%. Additionally, digital and retargeting ads are running in the Sacramento airport for six months and are tracking at 3x industry average click through rate. Heather and Jason presented an events impact report, noting that Discover Siskiyou events have generated over \$6.5M in economic impact from Aug. 2022-Aug. 2023. Board President Aman Dhillon showed an example of the Sacramento Theatre of Lights and noted it would be great to use this as a future goal for Yreka's Night of Lights event. Board member April

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LaFrance said Redding's Garden of Lights event is a huge moneymaker and worth looking into. Heather directed Discover Siskiyou staff to look into cost and feasibility.

2. Jason Young reported on Film Commission progress, noting that they are still waiting on the official acceptance letter from the CA Film Commission, which takes some time. In the meantime, the staff is working with Pusher on the website, which will include filming locations, permitting info, links to lodging/catering/local crews, and more. Discover Siskiyou staff will begin receiving RFPs for filming projects in the near future.
3. Jason Young gave an update on the Ripe booking engine, which is live on the Discover Siskiyou site. Heather walked the board through the process live on screen, showing features including amenities list and location mapping. Board President Aman Dhillon asked when trip packaging will be available, and staff noted that once the properties are all onboarded and set up with their dashboards, they will begin reaching out to tourism partners including restaurants and tour guides to bundle offers with lodging. Additionally, the booking widget can be placed on these tourism partner sites as well as event sites to encourage booking lodging at the time of ticket/activity purchase.

VI. Action Items:

- a. Approval of Management Committee Meeting Minutes dated June 14, 2023
 - i. Committee to review, discuss, and vote to approve the June 14, 2023 meeting minutes.
 1. No edits or additions identified
 - a. Motion to approve: Aman Dhillon
 - b. Second: Lowell Pratt
 - c. All in favor, motion carried
- b. Approval of New Management Committee Member Seat
 - i. Committee to discuss and vote on approving Ad Hoc Committee recommendation to seat Bhaumik Modi
 1. Aman Dhillon noted that Bhaumik brings much-needed representation of the Weed lodging community (as well as Yreka) and is an engaged businessperson who would make a great addition to the committee. Fellow ad-hoc nominating committee member Darlene Mathis concurred.
 - a. Motion to approve: Apri LaFrance
 - b. Second: Lowell Pratt
 - c. All in favor, motion carried
- c. Approval of June 30, 2023 Unaudited Financials
 - i. Committee to discuss and vote on approving June 30, 2023 Unaudited Financials
 1. SEDC Finance Director Jen Thackeray presented the June 30, 2023 unaudited financials for review. Discussion occurred around whether a line item for operating reserve should

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be added; staff indicated that they will include reserve as a line item in next year's budget.

- a. Motion to approve: Lowell Pratt
- b. Second: Darlene Mathis
- c. All in favor; motion carried

VII. Adjournment of Management Committee Meeting:

- a. Next meeting date:
 - a. Heather will send Doodle Poll for February