



Management Committee Regular Meeting
Wednesday, April 26
2-4 PM

Zoom Location:

<https://us02web.zoom.us/j/84824859136>

Physical Location:

Yreka Holiday Inn Express
707 Montague Rd, Yreka CA 96097

- I. **Call to Order:** Meeting called to order at 2:01 PM by Aman Dhillon
- II. **Roll Call:**
In person: Aman Dhillon (Board Chair), Darlene Mathis (Board Member), Lowell Pratt (Board Member), April LaFrance (Board Member)

Absent: Margaret Dean (Treasurer), Mark Lilley (Board Member)
- III. **Public Comment:**
-None-
- IV. **Consent Items:**
-None-
- V. **Discussion Items:**
 - a. Guest Presentation: Ripe Booking Engine
 - i. Management Committee and Staff heard a presentation from Eric Thompson of Ripe regarding their integrated booking engine. In addition to providing commission-free direct booking services, the engine provides promotional/event bundling, first party data collection, and search and travel intelligence. Staff estimated that with product setup and the monthly service fee, the total cost for the first year would likely be around \$40,000. The Committee directed staff to proceed with requesting a quote from the Ripe team.
 - b. Announcement: Margaret Dean Retirement Effective May 1
 - i. Program Director Heather Dodds reported that Margaret Dean has sold the Hi-Lo Motel and RV Park, making her ineligible to serve on the committee effective May 1. Staff will begin outreach to potential replacement candidates.

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c. Staff Report

i. Marketing Update

1. Program Director Heather Dodds presented a marketing report. Highlights include: winter digital billboard CTR was among highest the company has seen in our region (.64%) and spring billboards are performing strong as well. Staff is hiring a team of brand ambassadors to attend summer events and gather leads. Staff is working on a merchandise sales strategy for merch to be sold in the booth and on-site for lodging properties who want to participate.

ii. Finance Report

1. Heather Dodds and SEDC Executive Director Tonya Dowse provided an update on the draft YTD financials, noting that in the third quarter we are at 99% of projected income. Financials will be provided for approval at the next regular meeting.

VI. **Action Items:**

a. Approval of Management Committee Meeting Minutes dated February 6, 2023

- i. Committee to review, discuss, and vote to approve the February 6, 2023 meeting minutes.
 - Motion to approve: Lowell Pratt
 - Second: Darlene Mathis
 - Roll call – all in favor

b. Discussion/Possible Action: Appoint New TBID Management Committee Treasurer

- i. Committee to review, discuss, and vote on appointing new committee treasurer
 - Motion to appoint Darlene Mathis as Treasurer: Lowell Pratt
 - Second: April LaFrance
 - Roll call – all in favor

c. Discussion/Possible Action: Create Ad-Hoc Nominating Committee for Open Management Committee Member Seat(s)

- i. Committee to review, discuss, and vote on creating a two-member ad-hoc committee to recruit, conduct interviews and make recommendations for open management committee seat
 - Motion to appoint Aman Dhillon and Darlene Mathis: Lowell Pratt
 - Second: April LaFrance
 - Roll call – all in favor

VII. **Adjournment of Management Committee Meeting:**

a. Next meeting date:

- a. Heather will send Doodle Poll for June date

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