



Management Committee Regular Meeting

Minutes

Monday, Feb 6

1-3 PM

Zoom Location:

<https://us02web.zoom.us/j/81052423929>

Physical Location:

Yreka Holiday Inn Express
707 Montague Rd, Yreka CA 96097

I. Call to Order:

Aman Dhillon called the meeting to order at 1:04pm

II. Roll Call:

Board:

In person: Lowell Pratt (Board Member), Mark Lilley (Board Member)

Zoom: Margaret Dean (Treasurer), Aman Dhillon (Board Member), Darlene Mathis (Board Member)

Guest:

In Person: April LaFrance

EDC Staff: Jen Thackeray, Heather Dodds, Tonya Dowse, Kevin Shinohara, Tandy Thackeray, Emma Rodriguez

III. Public Comment:

-None_

IV. Consent Items:

-None-

V. Discussion Items:

a. Staff Reports

i. Marketing Update:

- Heather and Kevin gave update on Bandwango including a short demonstration video of how it works. With each business visit, users will earn points that can be cashed in for prizes. Currently they have 23 business and 130+users using Bandwango. The goal is to incentivize people to go out and frequent Siskiyou County businesses.

BROWN ACT: *Government Code 54950* (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Discover Siskiyou at 530.842.1638 at least 48 hours prior to the meeting.



- Digital Billboard: Heather gave overview of digital billboard opportunity in Colfax. Funds have already been allocated for a spring run and this billboard will provide double the exposure for the budget. The digital billboard will send a ping to phones as they drive by it. Last fall's click through rates for our billboard was really high and used as example for others.
- Marketing Awards: Heather informed that marketing awards are currently full and there is a good span across the county and higher quality events.
- Events Program- Staff gave update on events program they are working on and making sure it supports our mission. Considering a structured/tiered plan of investment roll, partnership roll, or event lead depending on the event. Planning to present proposal to City of Yreka as event leads for their events. Plan is that elevated events will promote overnight stays and return visits to Siskiyou County. Upcoming events include Spring Fest, Artisan craft fair, and Grinduro.
- ii. Updated Brown Act Requirements for Virtual and Hybrid Meetings: Heather gave overview of updates effective February 28th, 2023 to the Brown Act. These include all votes by roll call going forward, quorum must be participating from within the district, virtual attendance must be reason of just case or emergency (ie. Business related travel), members can take no more than 1 meeting virtually per calendar year. The idea to do an updated Brown Act training was brought up.

VI. Action Items:

- a. Appoint new Management Committee Chair
 - i. Lowell nominated Aman Dhillon as Committee Chair
Margaret Dean seconded the motion
Roll Call- All in Favor
- b. Approval of New Management Committee Member Seat
 - i. Ad Hoc committee members Mark Lilley and Aman Dhillon gave an overview of their interview with April LaFrance. The interview went great and she would make a great fit for the committee bringing diversity and new experience.

Mark Lilley nominated April LaFrance as a new board member
Lowell Pratt seconded
Roll Call- All in favor

- c. Approval of Management Committee Meeting Minutes dated November 16, 2022
 - i. The board reviewed and approved the minutes.

Mark Lilley motioned to approve the minutes
Margaret Dean seconded the motion
Roll call- All in favor

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- d. Approval of December 31, 2022 Audited Financials
 - i. Heather and Jen gave an overview of the budget. Assessment income shows 44% but we have since received payments that would bring income to 57%. Board ask for clarification on the percentages. Jen also explained that we are planning to overspend \$600,000 to spend down the reserve so some percentages will look off. There will be some big event spends coming up as well as travel. A request was made to slash "Audited Financials" and replace with "Unaudited Financials".
 - Aman Dhillon motioned to approve the unaudited financials
 - Mark Lilley seconded the motion
 - Roll call- All in favor
- e. Approval of ceasing optional assessment collection deferral
 - i. Heather gave overview of previous motion made on March of 2020 and explained a new motion would need to be made to retract the deferral.
 - Aman Dhillon made a motion to retract the deferral
 - Darlene Mathis seconded the motion
 - Roll call- All in favor

VII. Adjournment of Management Committee Meeting:

- a. Next meeting date: Aman requested doodle poll to select meeting dates. Next meeting will most likely be in April. Heather will send out options.
 - Meeting adjourned at 1:57pm