

Plumas County Tourism
Board of Directors Meeting
2.3.26
11 am -1 pm. Crescent Country, Crescent Mills

Minutes

The meeting was called to order at 11:00 am by the Vice chairperson, Lee Anne Schramel .

Attendees:

Directors: Present in person: Susan Bryner-Chair, Lee Anne Schramel-Vice Chair, Karen Kleven-Secretary, Tracy Wixted-Treasurer, Mark Lilley, Lynn Wimer, and Ricardo Jacobus.
Staff/Consultants: Sharon Roberts, Sansone+

Motion to approve the agenda by Susan Bryner, seconded by Karen Kleven; carried unanimously.

The minutes from the October 7th meeting were approved. Motion to approve by Lynn and seconded by Mark. The motion passed unanimously.

Review of strategic direction

- **Action:** Voted to delay the vote of the Board Executive Committee until the next meeting, including retirements and board nominations.
- **Agreement** reached on strategic plan concepts from the October meeting.

No Public input

Marketing

Sansone+ report:

- Potential advertising buys: California Road Guided, TV Station Reno, Weekend Sherpa, Sierra Rec.
- Press releases: Bridal fair, Ground Hog Festival, Chilly Chile Cook off- regional and local outlets, including Visit California.
- 7X7 - interested in doing a story on quilts.
- LACC - didn't do Jan/Feb because we didn't know about the renewal outcome.
- Develop topic and content for Bulletin and Newsletter. Visitor newsletter will be monthly and the stakeholder bulletin will be every other week.
- Sansone will log on to the Bay Area travel writers trends/hospitality zoom and pursue PR/free editorial opportunities from that group. Haven't paid for membership this year.
- Contact with lodging providers:
 - Visited, called or emailed lodging -reaching out every four to six weeks. - Log or sales data was not included
 - December sent a holiday wishes email.
 - January sent a PR report.

- Blog: Updated press releases and rewrote for the bridal blog. Spoke to two new venues about being included and dropped some Eastern Plumas venues.
- Visits:
 - Basin: Antlers, Best Western, Cedar Lodge, Bidwell House, Timber House
 - Indian Valley - Crescent Hotel - not opened yet. Meyers Ranch, stay in touch.
 - Quincy - visited the Hub.
 - Challenge: Usually visited with staff and not owners.
 - The board advised the formation of a committee to develop lodging visit goals and direction on collecting data from visits to be shared with the board.

Marketing

- The marketing committee was not discussed.
- Contractor proposals to be reviewed for February decisions: Sansone and DAE.
- **Action:** Board members send Sharon the role and responsibilities they feel best executed in-house and priorities for outsourcing to a marketing agency.
- **Action:** Ad hoc committee (Karen, Susan, Mark, and Sharon) will get feedback from Carl Ribaldo concerning in-house marketing vs. agency.
- **Action:** Decision not to continue with Banwango.
- **Action:** Decision not to pay for an ad with California Road Trips.
- **Action:** Decision not to pay for an ad with Travel Guide to California.
- Convert Sansone's press release on bridal destinations into a blog post.
- Sansone log or sales notes need to be transcribed from handwritten to Excel or another compatible software in order to be readable in Google Drive.
- Propose and research memorable handout options for event booths, along with a PCT banner.
- Sharon emphasizes the need to invest in plumascounty.org, our website, to stay competitive in AI and digital marketing.
- The next board meeting will hear proposals from Sansone and DAE and decide whether to move forward with one or both.
- Much discussion about digital vs print marketing: use both or focus on digital.
- Suggested that the board should prioritize strategic planning and brand development before deciding on specific marketing tactics.

Finances

- End of year financial reports were shared.
- Discussion of the 2026 budget concerning cash flow.
- **Action:** Microzone year-end balances were approved.
- **Action:** Microzone allocations for 2026 at 10% were approved.
- **Action:** The budget from January to March 2026 was approved.
- **Action:** Approved continuing Sansone+ that expired December 31, 2025, and was extended through January 2026 another two months, to end March 2026. The board was informed that any decision to go beyond March 2026 with the existing contract needed to be conveyed to Sansone+ no later than February 28, 2026 per

- Sharon has discussed with Robin the need to ensure quarterly financial statements are produced and shared with the Board.
- Sharon is working with Robin to break out the chart of accounts and activities by class (separate marketing/admin/microzone, contingency) to support clearer decision-making. Including a subtotal line to the cash/bank sheet that shows actual available operating cash minus restricted contingency and micro-zone funds.

Organization and Administration

- **Action:** Decision on staffing to be made in March after the strategic planning session with Carl Ribaudó.
- **Action:** Contract with Carl Ribaudó for two year strategic plan contingent on his appearance and explanation of the strategic plan process and timeline at the 2/24 board meeting, followed by board action to accept or not.
- Strategic priorities working document - for review and updates by ad hoc committee meeting with Carl Ribaudó .
- In the process of getting a date to meet with the tax collector's office (Mimi, Sharon, and Karen) concerning data that's needed for accountability and next steps for STR ordinance.
- Bylaws need to be reviewed.

Next board meetings from 11 am -1 pm at Crescent Country, Crescent Mills
2/24/26, 3/31/26, 4/28/26

The meeting was adjourned at 2:15.

Minutes submitted by Karen Kleven, Board secretary