

**Plumas County Tourism
Board of Directors Meeting
June 15, 2026
11:30 a.m. – 1:30 p.m.**

Minutes

The meeting was called to order at 11:34 a.m. by the Chair, Susan Bryner.

Attendees:

Directors Present: Susan Bryner (Chair), Karen Kleven (Secretary), Mark Lilley, and Riccardo Jacobus (via Zoom).

Staff/Consultants: Sharon Roberts and Shannon Greer (via Zoom).

The minutes from the March 31, 2026 meeting were approved. Motion to approve by Karen, seconded by Mark; motion passed unanimously.

The agenda was amended to include an action item authorizing Sharon Roberts to make the final decision on the DAE & Co. advertising campaign. Motion to approve the amended agenda by Mark, seconded by Karen; motion passed unanimously.

There was no public input.

Organizational Structure

The Board briefly reviewed the draft Strategic Plan and discussed next steps for implementation.

The Board discussed potential revisions to the Microzone Grant Program, including recommendations from Carl Ribaudo. Discussion included modifying application timelines, revising the decision-making process, and requiring grant reports to be completed before applicants are eligible for future funding opportunities. No action was taken, and the item was tabled for further review and discussion at a future meeting.

Susan Bryner and Sharon Roberts will draft a proposal regarding the Microzone Grant Program revisions to present at the next Board meeting.

The Board discussed strategies for encouraging additional lodging providers outside the district to voluntarily join Plumas County Tourism. Sharon will provide information to Almanor West with the hope that it will be distributed to all short-term rental owners within the HOA. Susan Bryner and Sharon Roberts are also working to schedule a meeting with the management of Lake Almanor Country Club (LACC) to discuss participation opportunities.

Sharon requested that the Board consider providing administrative authority to the Executive Director and DAE & Co. for routine operational and marketing decisions that do not require Board approval. Mark made a motion to authorize Sharon Roberts to make final decisions

regarding the DAE & Co. advertising campaign. The motion was seconded by Karen and approved unanimously.

Marketing / Contract Proposals

An update was provided regarding potential short-term rental developments in Almanor West and Lake Almanor Country Club.

Shannon Greer presented a social media performance update. Recent results included more than 335,000 Facebook views, significant increases in audience engagement, and continued growth in followers and page visits. Shannon requested approval of an annual CapCut Premium subscription to support continued production of high-quality video and social media content.

Mark made a motion to approve the annual CapCut Premium subscription at a cost of \$179. The motion was seconded by Karen and approved unanimously.

Sharon provided an update regarding the Wheel the World partnership and opportunities to improve accessibility information for visitors. Board members were asked to review the Wheel the World website and consider whether participation would be beneficial for Plumas County Tourism. The topic will be revisited at a future meeting.

Finance

A revenue update was provided. The first quarter payment received totaled \$28,500.50, approximately \$17,500 below projected revenue. The Board discussed reports indicating that several larger lodging properties experienced little or no revenue during the quarter and reviewed the potential impact on second-quarter revenue projections. August is projected to be a financially tight month for Plumas County Tourism.

The updated 2026 budget was reviewed.

Mark made a motion to approve the updated 2026 budget. The motion was seconded by Karen and approved unanimously.

Other Business

No additional business was brought before the Board.

Next Meeting

The next Board meeting date will be confirmed and distributed to Board members.

The meeting was adjourned at 1:13 p.m.

Minutes submitted by Shannon Greer