

**Plumas County Tourism**  
Board of Directors Meeting  
2.24.26  
11 am -1 pm. Crescent Country, Crescent Mills

**Minutes**

The meeting was called to order at 11:05 am by the Chair-Susan Bryner

**Attendees:**

Directors: Present in person: Susan Bryner-Chair, Karen Kleven-Secretary, Tracy Wixted-Treasurer, Mark Lilley, Lynn Wimer, and Ricardo Jacobus. Staff/Consultants: Sharon Roberts, Shannon Greer

**Agenda amended to add CA Travel discussion under Market Contracts. Motion to approve the agenda by Mark Lilley, seconded by Karen Kleven; carried unanimously.**

**The minutes from the February 3rd meeting were approved. Motion to approve by Karen and seconded by Mark. The motion passed unanimously.**

**Review of governance and organizational structure**

- **Action:** Voted to delay the vote of the Board Executive Committee no later than the April 2026 meeting, including retirements and board nominations. Motion to approve by Karen, and seconded by Riccardo.
- **Action:** Check director tenures and renewal dates
- **Action:** Karen made a motion to approve the contract with Carl Ribado in the amount of \$7,000 for completion of the PCT Strategic Plan. Motion seconded by Lynn, and passed unanimously.
- **Action:** To approve Sharon Roberts to continue in her position at a salary of \$2,800 per month for an 80-hour work month, for a six-month term. Motion to approve by Karen, seconded by Mark, and unanimously approved.
- Discussion was held regarding the presentation of the Decision Chart and Board Code of Conduct to Carl Ribado for review and further discussion at an upcoming meeting.
- Discussion of directors to sign the annual conflict of interest policy and send it to Shannon.

No Public input

**Marketing**

- The Board discussed the potential to work with Sierra Rec for a fee of \$2,000 and agreed to delay a final decision until April 15.
- **Action:** Decision not to continue contract with Bandwango.
- Much discussion about digital vs print marketing: use both or focus on digital.

- **Action:** Motion by Lynn to approve a California Travel Guide advertising expenditure of \$2,900, with final ad placement and creative decisions delegated to Katherine with the recommendation that the ad feature a new design. Seconded by Karen, unanimously approved by all.
- **Action:** Discussion on Sansone+ Contract. Recommendation to not continue with the current contract. At the end of March, reevaluate Sansone+ and DAE proposals. Mark makes a motion to not continue the current contract, motion seconded by Karen. Motion approved unanimously.

#### **Other Business**

- **Action:** Karen made a motion to approve Sierra Sky Lodge joining the District as an independent contractor. The motion was seconded by Riccardo and was unanimously approved.
- The Board discussed the possibility of rotating meetings between Quincy and Chester.

Next board meetings from 11 am -1 pm at The Hub, in Quincy.  
3/31/26, 4/28/26

The meeting was adjourned at 1:15 pm.

Minutes submitted by Shannon Greer

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