

## MEETING AGENDA

### Plumas County Tourism

**Date:** February 3, 2026

**Time:** 11:00 – 1:00 pm

**Location:** Crescent County, Crescent Mills

**Zoom:**

<https://us06web.zoom.us/j/82866558084?pwd=zfyXDUCqTEjvS9MTYXjyeNVT80uKjA.1>

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#### 1. CALL TO ORDER

#### 2. ROLL CALL

- Board Members
- Staff/Contractors
- Guests

#### 3. APPROVAL OF AGENDA

#### 4. PUBLIC / STAKEHOLDER COMMENTS

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#### 5. PRIOR MEETING MINUTES AND REVIEW OF STRATEGIC DECISIONS

- **Action Item** – Approval of Minutes
  - Follow-up on previous meeting and actions
    - **Action Item** - Board Executive Committee - vote or delay
    - Review of Strategic Direction - Further agreement
    - Director retirements and nominations
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#### 6. FINANCE

- [End of Year Financial Reports](#)
  - Discussion of Cash Flow / Reserves
    - **Action Item** – Microzone year-end balances
    - **Action Item** – Microzone allocations for 2026
  - Finance Committee Report
    - **Action Item** – [2026 Budget Proposal Approval](#)
    - **Action Item** - Approval of Sansone+ Interim work
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## 7. ORGANIZATION/ADMINISTRATION

- Administrative Structure and Staffing
    - **Action Item** – Decision on staffing
  - Strategic Priorities & Progress
    - [Request to contract out for a 2-Year Strategic Plan](#)
      - **Action Item** – Decision on Request for 2-Year Strategic Plan
    - [Strategic Priorities Working Document](#) - This is intended to assist Carl Rabado in creating the strategic plan. Directors - please review and bring suggested edits to the meeting.
  - Challenges / Opportunities
    - TOT baseline metrics for reporting needed
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## 8. MARKETING & COMMUNICATIONS

- **Action Item** - Marketing Committee Members
  - Contractor Proposals to be reviewed for February decisions (see Appendices)
    - **Action Item** – Decision on how to proceed
    - **Action Item** – Decision on Banwango
    - **Action Item**- California Road Trips
    - **Action Item**- Travel Guide to California
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## 9. TOURISM DEVELOPMENT & STAKEHOLDER ENGAGEMENT

- Visitor Services
    - Review of Proposal for Web Visitor Chat Bot for February decisions (See Bliss Proposal below)
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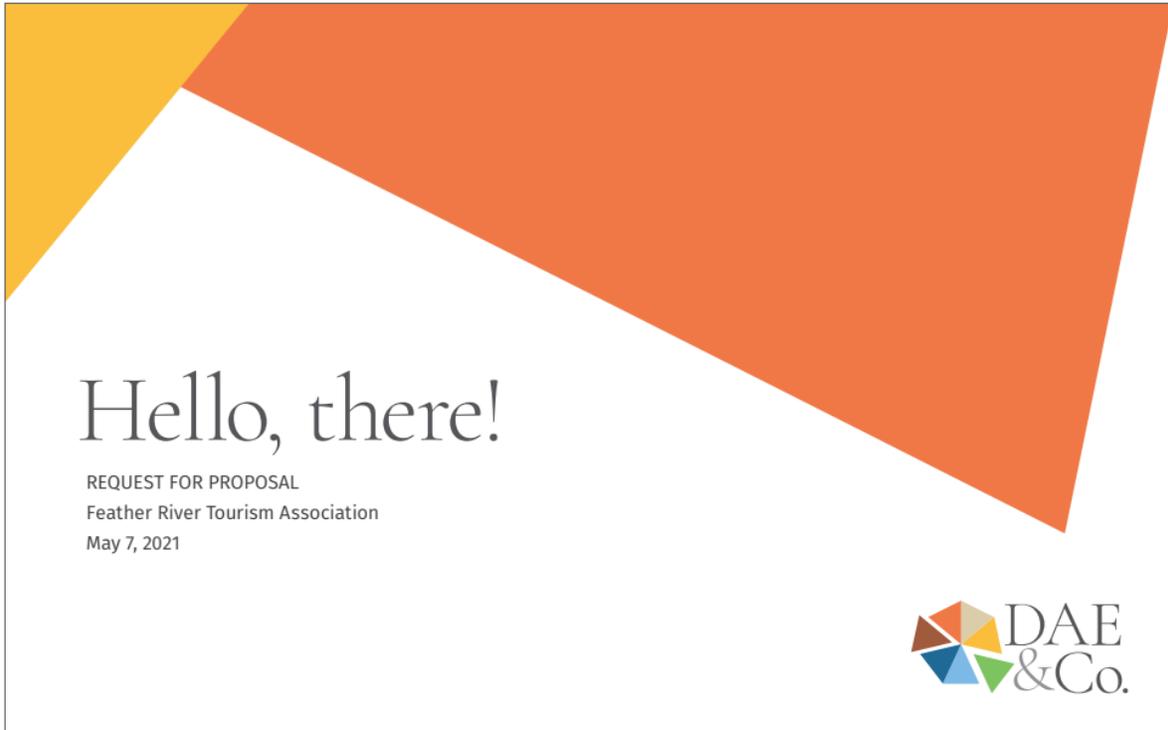
## 10. REVIEW OF NEXT STEPS

- Propose Board meeting Dates for 2026
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## 10. APPENDICES

Augustine

DAE & Co. OI



**d Proposal**

**DAE& Co. Current Proposal**

**Bliss Branding**

**Sansone+**

**Sample Hotel Digital Marketing Report**