

## **MEETING AGENDA**

### **Plumas County Tourism**

**Date:** June 15, 2026

**Time:** 11:30 a.m. to 1:00 p.m

**Location:** Best Western, 306 Main St, Chester, CA 96020

**Zoom Link:** <https://us06web.zoom.us/j/83883873881?pwd=GVyzufPQCnKDO4jIOePBEnuuJzcN7s.1>

**Password** PCT

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#### **1. CALL TO ORDER.**

#### **2. ROLL CALL**

#### **3. PUBLIC / STAKEHOLDER COMMENTS**

#### **4. PRIOR MEETING MINUTES**

- **Action Item – Approval of Previous Meeting Minutes**
- **Action Item – Approval of Agenda**

#### **5. AGENDA & DESIRED OUTCOMES**

##### **Desired Outcomes**

- Review and discuss the draft Strategic Plan
  - Determine next steps for the Microzone Grant Program
  - Approve the 2026 Budget
  - Review revenue trends and financial outlook
  - Decision on Annual CapCut Subscription for Social Media Content Creation
  - Discuss organizational growth and membership opportunities
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#### **6. ORGANIZATIONAL STRUCTURE**

- Review and discussion of Draft Strategic Plan
- Discussion of potential revisions to the Microzone Grant Program, including recommendations from Carl Ribaudo
- Strategies for encouraging additional lodging providers outside the district to join PCT

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## 7. Marketing/Contract Proposals

- Update on potential STR developments in Almanor West and Lake Almanor Country Club (LACC)
- Review of work completed to date by DAE and Company
- Discussion of upcoming marketing priorities and initiatives
- Update on Wheel the World partnership and opportunities
- **Action Item – Approval of \$179 Annual CapCut Subscription for Social Media Content Creation**

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## 8. FINANCE-

- Revenue Update
- First Quarter TOT payment received: \$28,500.50
- Revenue was approximately \$17,500 below projected levels
- Report received that several larger lodging properties reported little or no revenue during the quarter
- Discussion of current booking trends and potential impacts on second-quarter revenue
- **Action Item – Approval of Updated 2026 Budget**
- Current Financial Position

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## 9. Other Business

- Additional items from Board Members

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## 10. Next Meetings

- Confirm next board meeting date
- Assign action items for the next two weeks

## 11. APPENDICES TO REVIEW PRIOR TO BOARD MEETING

[Previous Minutes](#) Mar 31, 2026

Draft Strategic Plan

[Updated Budget](#)

[Financials through April 2026](#)

[Social Media Update](#)

[DAE Progress Summary](#)

[Wheel the World](#)