

Visit Plumas Meeting Agenda

Date: October 12, 2026

Time: 9:00 a.m. to 10:30 a.m.

Location: Berkshire Hathaway HomeServices
289 Clifford Drive
Lake Almanor, CA

Zoom Link:

<https://us06web.zoom.us/j/86032379751?pwd=vOBXkLWfnJHeFpxjJA6HWUZgChHM0y.1>

Password: PCT

1. CALL TO ORDER

- Roll Call
- Public / Stakeholder Comments
- Approval of Agenda
- [Approval of Previous Minutes](#)

2. AGENDA & DESIRED OUTCOMES

- Review current financial position and draft 2027 budget
- Receive updates and provide direction on branding, stakeholder engagement, and upcoming photography
- Consider items requiring Board action and establish next steps

3. BRANDING & STAKEHOLDER ENGAGEMENT

Zoom Call with Diana

- Opportunity for Board members to ask questions and share concerns
- [Confirm brand book](#) or identify requested changes
- Discussion of stakeholder meeting
- Future opportunities to engage stakeholders
- Update on October 17th photoshoot

4. FINANCIAL UPDATES

- Current financials through 8/31/2026
- Estimated financials through 12/31/2026
- Current balance held by the County – \$2,530.74 from 2nd Qtr.
- [Review proposed draft 2027 budget](#)

ACTION ITEM – BOARD DECISION NEEDED: Review and provide direction on the proposed draft 2027 budget, as appropriate.

5. MARKETING & PARTNERSHIP OPPORTUNITIES

[CrowdRiff](#)

- Consideration of potential engagement with CrowdRiff. Cost \$9,000.

[SnapSea](#)

- Alternative to CrowdRiff, seems like the same functionality: Cost \$6,700 discounted to \$5,200.

ACTION ITEM – BOARD DECISION NEEDED: Determine whether to proceed with CrowdRiff or SnapSea. Decision needed by December 12, 2026.

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Sierra REC Visit

- [Online Magazine](#)
 - Brief report and update regarding Sierra REC's visit to Plumas County

[Civitas Conference – March 2027](#)

- Consideration of attendance and potential participation. Cost: \$3,495 if booked prior to Nov 1, 2026

[Social Media](#)

- Brief update from Shannon on social media progress

6. BOARD & ORGANIZATIONAL MATTERS

Sharon's Contract and Board Position

- Consideration of extending Sharon's current six-month term
- Sharon has been asked to be a board member for Upstate Ca. This would require a letter of recommendation from PCT and be added to the job description.
- Proposed changes in compensation

ACTION ITEM – BOARD DECISION NEEDED:

Decision on Recommendation of Sharon to UpState Board

Decision on extending ED position

Decision on changes in compensation and duties

7. NEXT BOARD MEETING

ACTION ITEM – BOARD DECISION NEEDED: Set date and time for the November 2026 Board meeting.

- Proposed location: Quincy, possibly The Hub

8. NOVEMBER BOARD MEETING – ANTICIPATED AGENDA ITEMS

- Possible approval of the 2027 budget
- Decision on 2027 contract with DAE & Company
- Consideration of any necessary bylaws changes, including the number of Board members
- Board member elections
- Recruitment plans for new Board members
- Plans for January photo shoot
- Set date and time for January 2027 Board meeting
- Discussion and approval of microzone information flyer, application, required reporting, scoring matrix.

CLOSED SESSION TO DISCUSS EMPLOYMENT DECISIONS

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MATERIALS FOR BOARD REVIEW PRIOR TO MEETING

- Current financial
 - [Estimated Year End Numbers](#)
- [Draft 2027 Budget](#)
- [Brand Book](#)
- [Sierra Rec Magazine](#)
- [Civitas Conference](#)
- [Social Media Data](#)
- [Extension of ED Proposal](#)
- [SnapSea](#)

Examples

Galleries	
Organization	Notes
Visit Cheyenne	Rows Gallery
Visit Myrtle Beach	Auto-scrolling gallery
Visit Longmont	Masonry Gallery
Cayman Islands	Social Gallery

Media Centres	
Organization	Notes
Visit Detroit	Click Images & Visit Detroit Logos
Discover Philadelphia	Click Photos & Videos

Embedded Upload Links	
Organization	Notes
Discover Denton	Homepage upload link
Visit Canton	Upload link connected to gallery above

Maps	
Organization	Notes
Jersey. UK	Tidal Trail

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Croatia	Game of Thrones filming locations
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Stories	
Organization	Notes
Corpus Christi	Story Wall

Embeds	
Organization	Notes
Upper Peninsula Michigan	Embeds (Includes asset embed, and link back to social)

Itineraries	
Organization	Notes
Alabama's Beaches	Bushwacker Trail (Embedded)
Croatia	5 day Itinerary (Unembedded)

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