

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=GVyzufPQCnKDO4jlOePBEnuuJzcN7s.1>

Password PCT

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](#)