

**Plumas County Tourism**  
Board of Directors Meeting  
11.10.25  
10 a.m. - 2 p.m.  
Almanor Foundation Conference Room, Chester

**Minutes**

The meeting was called to order at 10:05 by Vice chairperson, Lee Anne Schramel .

**Attendees:**

Directors: Present in person: Susan Bryner-Chair, Lee Anne Schramel-Vice Chair, Kareren Kleven-Secretary, Mark Lilley, Lynn Wimer and Tracy Wixted-Treasurer. Ricardo Jacobus was absent. Staff: Sharon Roberts

- Motion to approve the agenda by Karen Kleven and seconded by Susan Bryner. Motion carried unanimously.

The minutes from the June 24th meeting and the October 7 meeting were approved unanimously.

**Renewal Process Update**

The board addressed concerns raised by the Board of Supervisors about tax collection costs and short term rental regulations. Sharon confirmed that the 51% required vote was met and confirmed that property managers had proper permission to sign petitions for lodging under their management.

It was agreed to set up a meeting with Kevin Goss and Jeff Engel and the tax collector to discuss tax collection solutions, specifically the tax collector's proposed increase of \$14,000 for collection of PCTMD assessments based on a staff cost analysis. Lee Anne recommended that she and Tracy represent PCT at the meeting.

It was also decided to follow up with Jennifer from the tax collector's office to ensure clarity on STR ordinance and regulations.

The Board addressed the need to collect letters of support from stakeholders for the Dec 9, 2025 Board of Supervisors meeting and have them sent directly to the BOS County Clerk to be read at the December meeting.

**2026/2027 Potential Director and Officer Elections**

It was agreed to temporarily amend the bylaws to allow current officers to serve until after the district's renewal in January 2026. The motion passed unanimously. They agreed to re-read and review the management plan and bylaws in January. Agreed to form the AdHoc committee in January to review/revise bylaws and management plan alignment.

## **Decision regarding renewal I of Reno lifestyle marketing**

The board voted unanimously not to renew the contract with Reno Lifestyle magazine for the second year due to uncertainties in budget and ROI.

## **2026 Strategic Outlook**

- Discussed funding expectations for 2025-2026. Identified a potential discrepancy in the 4th quarter that Sharon will investigate.
- Sharon estimates that on January 1, 2026, the start of the year, PCT will have about \$69,390 in the bank. The next assessments will be available in March, June, September and December of 2026. At 3% assessment revenue would be around \$390,000 for 2026. The largest assessment for the 3rd quarter would come in December 2026.
- The difference between the Management Plan (which governs TBID funding) and the organization's by-laws (which governs the association) was clarified. Karen volunteered to send board members above documents to review along with the SMB strategic plan.

## **PCT Critical Challenges moving forward**

- Strategic plan for 2-3 years with measurable objectives/goals.
- Stakeholder outreach and communication: Improve relationships with local organizations, lodging providers and the County.
- Board of Directors - Work toward creating a governing board versus a working board.
- Financial issue
  - Increase revenue
    - Increase TOT and assessment from STR (short term rentals).
    - Increase contracts with business and lodging outside the PCTMD.
  - Timely and clear quarterly financials
- Staffing versus contracts
  - ED or not
  - Contracts for marketing?
  - Finance committee meeting to discuss
- Marketing
  - Target audience
  - ROI data available
  - Print vs. digital
  - 2 year plan
  - Contract of vs staff
  - Off season events

# FRTA

## BOARD - • Governing vs. Working

2020  
\$265,000.-

### Money

### Staffing

### Marketing

- TOT
- VRBO
- Airbnb
- Outside Receipt

- ### Stakeholders
- Communication
  - Newsletter
  - Events

