

Agenda
PC Tourism BOD Mtg. – Renewal Potential - Strategic Planning
10 November 25, 10 am - 2 pm

- I. Agenda Approval
- II. Minutes Review & Approval - [June 2025](#), [October 2025](#)
- III. Admin: BOS report out/renewal process update as needed
- IV. 2026/27 Potential Director and Officer Elections
- V. Decision regarding renewing Reno Lifestyle
- VI. **2026 - Strategic Outlook**
 1. **Reconfirm PCT's core purpose:**

“Stimulating the local economy by attracting visitors, preserving natural resources, and establishing Plumas County as a thriving, year-round travel destination offering unique and authentic experiences.”

 - a. Does it need adjusting? For example - how do we agree to allow lodging outside of our district to participate? What would their level of participation be?
 - b. If so, what steps (including timeline) are needed to accomplish?
 - c. Who will accomplish these steps? Lead?
 2. **Review Management Plan**
 - a. [Summary of 2026-36 District Management Plan](#)
 - b. [Complete 2026 District Management Plan](#)
 3. **Funding Expectations for 2026 under the new District Management Plan compared to 2025, and when will these become available?**
 - a. [Click here to review data.](#)
 4. **What are PCT's critical challenges moving into 2026 to accomplish our Mission?**
 - a. Discussion
 - b. What are the steps (*including timeline*) needed to move this discussion forward?
 - c. Who will accomplish these steps? Lead?
 5. **Next Steps**

Reference Materials for possible discussion:

- [A Discussion of Staffing and Staffing Models](#)
- [2024 Financial Statement](#)
- [2025 transactions detail by account through 10/31/2025](#)
[2025 balance sheet details through 10/31/2025](#)
- [Augustine Agency Proposal](#)
- [The Unique Art of Marketing a Rural Destination \(white paper\)](#)
- [Other Marketing Considerations](#)