

## 1/14/19 KBA General Meeting

Great turnout! 35 Members in addition to the board attended the meeting.



### **Meeting called to order by President Rick White at 6pm, Welcoming everyone and asking new members to introduce themselves:**

Tracy Stevens of Flowers by Tracy  
Melinda Price and Simon Avery, Peace and Plenty Farms  
Lisa Cowdrey and Christi Schofield, Two Chicks Events  
Roger Groves, Kelseyville Event Center site coordinator  
Christie White and Luis Castelero, Finca Castelero

After introductions by new members and Board Members, the General Meeting minutes from 11/13/18 were approved, 1<sup>st</sup> by Jeanette Bartley and 2<sup>nd</sup> by Brian Fisher.

### **Treasurer report by Tracy Klein:**

New: Individual P&L shown for individual events for clarity  
A few items outdated due to work done on the day of the meeting:  
West America funds transferred to Umpqua 1/14 in operations account except for small balance  
Christmas dinner – Paypal funds transferred 1/14  
Floor opened up for questions about the report, none asked.  
Approval for treasurer report – 1<sup>st</sup> approval Trena Pauly, 2<sup>nd</sup> by Judy Stelljes

### **Communications Committee report by Brian Fisher: Power Point presentation previously given to Tours and Stakeholders group. Some highlights:**

- 1 year ago KBA had 1000 followers on Facebook (FB), website, 92 email addresses
- Today the website has been redesigned and optimized for mobile with a focus on tourism and local visitors. A greater focus is in place by Kim Riley on social media through FB and a new Instagram account starting Sept. 2018, promoting pillar and member events. Email outreach was moved to the platform of Constant Contact.
- The KBA has grown email contacts from 92 to over 600 this year, making mobilization for events easier.
- Open and click rate on emails avg 42-50% (industry avg. 20%) adding click forward on emails, linking to local businesses, all measured.
- The KBA is moving toward digital for sign ups for events and membership to cut down on admin work
- Social Media- Through promotion and frequent activity managed by Kim Riley social media grew from 1074 followers to 2541 followers. Original posts and shared business posts, upwards of 200 posts per week.
- Instagram starting Sept. 2018 is growing with 600+ followers, posts centered on what's going on around town.
- Web revamped to be easier to navigate, less click through for content. The goal is to promote events well in advance.
- Visit Kelseyville Website is now the 2<sup>nd</sup> listing on Google search
- Changes coming- Add Shopping to main page for more prominent listings
- FB will funnel to website refreshing content in real time

**Judy Stelljes spoke about the changes at the Event Center.** The building is still used as a Senior Center, but with recent updates including WIFI and projection, the facility is now suited to host events, parties and conferences. Capacity is 100. Call (707) 279-2175 to rent

### **Bacon Fest Report by Rick White**

Fantastic turn out, nice profit, will be expanded this year by one block to better focus on food and drink vendors. Bacon Fest sold out this year, with 20 volunteers to help run the event. We hope those SweatHogs want to return in 2019 to help put on another fantastic event!

### **Sip and Stroll March 17- Mike Riley**

The idea of Sip and Stroll is to bring folks into Kelseyville in March a typically quiet business month. The event is intended to be a mature type pub/sip crawl through the main street area with drinks and snacks offered at various businesses. Participating business will be given \$175 to help offset costs. Any businesses interested get in touch with Mike at 707-245-7467. Tickets will be sold online

### **Konocti Harbor is making a big comeback in our community. Russ Hamel was on hand to speak. Here are the highlights:**

- Partial opening by Memorial Day with 100 Hotel rooms, marina, coffee shop and restaurant ready to go.
- This is a full renovation project planned in stages. The pool is being renovated with Cabana's to rent. Put Put Golf is coming back, an outdoor bar, full sports bar restaurant and indoor theatre is planned.
- What's not happening- no condo's or timeshares.
- The outdoor theatre is far in the future. The old concerts were not profitable, more of a service to the community that the plumber's union absorbed as a loss
- Up to 400 people will be employed when fully up and running.
- The construction project is using skilled craftsmen to train unskilled local workers which will elevate the work force in Lake County
- The Group expects to attract Boat Shows, Bass Tournaments and Wine Events with the 15 acres purchased and vines planted across the road from the existing site.
- The Group hopes to expand the road at the entry area to create a safer way to enter and exit the facility.

**Membership Drive coming up February 11th at the Event Center.** Watch the website tickets will be sold for the catered event.

### **Announcements from group**

Paula and David Fowler of Shine Studio:

Paula and David would like to get Geocaching going in Kelseyville. Geocaching is a worldwide treasure hunt that millions of people and families participate in. A small item is hidden in nature or the community at large and hunted for through an app that lists the coordinates. Paula and David want to create Geo sites within the community and get those on the map. There are currently 300 Geo sites in Lake County. 11 are in Kelseyville, 7 on Konocti alone. This is a great opportunity to bring folks into the community. If you would like to participate, please contact Paula and David at 707-245-5021. Check out [www.geocaching.com](http://www.geocaching.com)

**Street Dance Update by Brad White**

Very simply, the street dances will Rock in 2019! Brad has so many bands he's hoping to double up the frequency with dances on the 1<sup>st</sup> AND 3<sup>rd</sup> Thursday of the month! Thanks for keeping the Boogie alive Brad!

**Melissa Fulton from The Lake County Chamber**

- Did you know that there is a Certified Tourism Ambassador program in our county? Let fellow citizens know of all the great things Lake County has to offer by becoming an Ambassador! Check it out at [CTAnetwork.com](http://CTAnetwork.com)
- The 21<sup>st</sup> annual Stars of Lake County takes place on Feb. 9<sup>th</sup> at the Soper Reese Theatre in Lakeport. The nomination period has been extended to Jan 21<sup>st</sup>. Check out [www.lakecochamber.com/chamber/stars-of-lake-county/](http://www.lakecochamber.com/chamber/stars-of-lake-county/) for more info.

**The meeting was adjourned by Rick White at 7:05pm**