



Feather River Tourism Association

AGENDA

Regular Meeting

March 26, 2024 11:00 AM

121 Crescent Street, Greenville, CA 95947

<http://featherrivertourism.com/>

Board Members

Treasurer Sharon Roberts • Secretary Karen Kleven • President Susan Bryner • Director Janice Haman • Director Riccardo Jacobus • Vice President Lee Anne Schramel • Director Lynn Wimer

Staff Member

Office Administrator Ellie Hinrichs

To join by Zoom:

<https://us06web.zoom.us/j/3465815833?pwd=S0hkTDdPZnpMR3dTUTJrYU9qZjQydz09&omn=82348732821>

Meeting ID: 346 581 5833

Passcode: FRTA

REASONABLE ACCOMMODATIONS

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting please contact Ellie Hinrichs at (530) 280-1028 or admin@plumascounty.org. Notification prior to the meeting will enable the Feather River Tourism Association to make reasonable arrangements to ensure accessibility.

1. Call to Order

A. Roll Call

2. Approval of 2/27/2024 Minutes

☒ Possible Action [View Item](#)

3. Public Comments

☒ Discussion [Comment](#)

This section is intended to provide members of the public with an opportunity to comment on any subject that does not appear on this agenda. Please note that California law prohibits the Board from taking action on any matter which is not on the posted agenda, unless it is determined to be an urgency item by the Board. Any member of the public wishing to address the Board during "PUBLIC

COMMENT” shall first secure permission of the presiding officer, may stand, and may give his/her name and address to the board for the record. Each person addressing the Board shall be limited to three minutes ordinarily, unless the presiding officer indicates a different amount will be allotted.

4. Operations

☒ Discussion  [Comment](#) [View Item](#)

- A. Review FRTA Project Calendar
- B. Review Strategic Plan
- C. Hiring Committee Report
- D. Update on TOT, County Contract, AirBnB

5. Review and Approval of 2023 Annual Report

☒ Discussion ☒ Possible Action  [Comment](#) [View Item](#)

6. Marketing

☒ Discussion  [Comment](#) [View Item](#)

- A. Review ROI Metrics
- B. Marketing Plan 2024
- C. FRTA Logo Discussion

7. Stakeholder Communications

☒ Discussion  [Comment](#)

- A. Spring Stakeholder Event (dates/times/locations)
- B. Materials Needed

8. Microzones

☒ Discussion  [Comment](#)

- A. Reports

9. Other

☒ Discussion  [Comment](#)

- A. Discuss Google training
- B. Set next meeting date and time