



Feather River Tourism Association  
**AGENDA**

**Regular Meeting**  
**February 27, 2024 11:30 AM**  
**121 Crescent Street, Greenville, CA 95947**  
<http://featherrivertourism.com/>

**Board Members**

President Sharon Roberts • Vice President Karen Kleven • Treasurer Susan Bryner • Secretary Janice Haman • Director Riccardo Jacobus • Director 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=81531971475>

**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](mailto: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 1/23/2024 minutes**

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

- A. Chair's Letter of Resignation
- B. Nominate President
- C. Nominate Vice President
- D. Nominate Secretary
- E. Nominate Treasurer
- F. Nominations for Executive Committee
- G. Board Roles and Responsibilities
- H. Nominations for Hiring Committee for Executive Director
  - I. Review Strategic Plan Narrative
  - J. Review Project Calendar

#### 5. Eastern Plumas

Discussion  [Comment](#)

#### 6. Marketing

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

- A. ROI Plan
- B. Marketing Plan
- C. Discuss Influence Study

#### 7. Finance

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

- A. 2023 Financial Report
- B. 2024 Budget

#### 8. Annual Report

Discussion  [Comment](#)