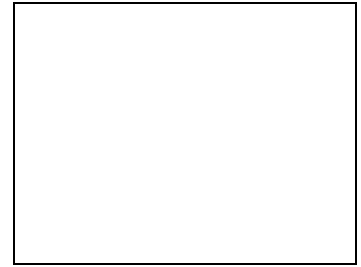




MINUTES TEMPLATE



COMMITTEE: Visitor Services Advisory Committee Time Meeting called to Order: 8:02am

MEETING DATE: January 9, 2024 Time Meeting Adjourned: 8:33am

MEMBERS PRESENT via ZOOM: Garison Beale, Sarah Bois, Liz Holland, Mary Malavase, Peter Morrison, Niles Parker and Matt Peel

MEMBERS ABSENT: None

STAFF PRESENT: Shantaw Bloise-Murphy, Director of Culture & Tourism and David Sharpe, Visitor Services Coordinator

AGENDA ITEM	DISCUSSION	VOTES / ROLL CALL
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1 Welcome VSAC Members	David welcomed the committee members to the meeting. The Director read the remote meeting script and asked for a roll call of all members, guest speakers and staff present.	
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2 Approval of Minutes from December 12, 2023	The December minutes were approved 7-0.	
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3 Director's Report	Shantaw reported that she has having technical difficulties accessing the Placer A.I. data this morning and will provide more info at the next meeting. The Director than reported that she will be starting to accept U.S. passport applications starting on January 29 th . Shantaw is waiting for final paperwork from the State Department. It will be limited to new applications and appointments will be Monday and Wednesday only. Applicants must bring their own photos. Shantaw added that she is working on hiring a person to work part-time and this program. The Director then reported that she is finishing up writing grants for the Cultural Council and that there are 18 applicants for 12 grant requests.	
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The committee briefly discussed possible guest speakers in the near future. One of which would be to invite the new Police Chief, Jody Kasper. Other suggestions included someone from the Restaurant Association as well as the Lodging Association. It was noted that the NLA is not active as several board members have left.

4 Visitor Services Coordinator Report	David reviewed the statistics for December and also included the annual stats that go back about 30 years. The visitor numbers are steadily climbing back after the pandemic. The committee asked about download figures for files including the T&L brochure and Restaurants. David and Shantaw explained that the Town's Information Technology department's contract with Civic Plus expired and they are looking to find different software. The winter hours for office are Monday-Friday 9am-5pm until mid-April. David then reported that he is updating the 2024 Travel and Lodging brochure and it will be out by March.	
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Matt asked about the status of the public bathrooms remodel. Shantaw reported that it is being pushed back to late winter/ early fall due to timing. The director also noted that the department website is being cleaned up and streamlined to be navigate.

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