



DESTINATION MANAGEMENT ORGANIZATION (DMO) MEETING MINUTES

Tuesday, March 24, 2026 | 2 pm | 124 South Main, Suite 210 and Via Zoom hybrid

Present: Kathleen Kaul, Alex Pinon, Dale Sexton, Sarah Lester, Susan Byerly | Also present: Director Kris King

Not Present: Lauren Silano, Megan Eubank

Discussion/Action Items

A. Review/Modify/Approve Past Meeting Minutes – *Motion to approve Kathleen/Second by Dale/Unanimous*

B. Financial Report – Discussed next fiscal year draft budget and priorities, will finalize Marketing Plan and budget for Board to vote on before it is due to the Department of Commerce Tourism Advisory Board.

c. Additional Discussion Items from Board Members – N/A

Public Comment on any Public Matter Not on the Agenda – N/A

Update on Business Items of Interest

A. Director Report; Reviewed Placer/Ai reports and discussed event statistics, demographics and visitor population insights.

B. Additional New Business from Board Members – N/A

Comment on any Public Matter Not on the Agenda – N/A

1:40 pm Adjourn

Minutes respectfully submitted by Kris King

Board of Directors

Chair: Lauren Silano | **Secretary/Treasurer:** Megan Eubank

Members: Susan Byerly | Kathleen Kaul | Sarah Lester | Alex Pinson | Dale Sexton