



CALAVERAS COUNTY BOARD OF SUPERVISORS AGENDA SUBMITTAL

Short Name/Subject Proclamation recognizing Lisa Boulton	Board Meeting Date June 25, 2019	Agenda Number 4
Dept: Administrative Office Div: Economic Development Contact: Kathryn Gallino Phone: 209/754-6025	Supervisory District Number Countywide	Recognition and Acknowledgements
Published Notice Required? No Public Hearing Required? No		Estimated Time: 10 Minutes
Type of Document? Proclamation PowerPoint Presentation Included? No Budget Transfer Included (Must be signed by Auditor)? No Complete Agreement Required? No Position Allocation Change? No		

RECOMMENDATION:

Adopt a Proclamation recognizing Lisa Boulton for her seven years of service as the Executive Director for the Calaveras Visitors Bureau.

DISCUSSION/SUMMARY:

Since July 2012, Lisa Boulton has been the Executive Director for the Calaveras Visitors Bureau (CVB). Lisa’s destination marketing philosophy has promoted authentic and sustainable tourism in Calaveras County with proven, data-driven, measurable results, utilizing the skill set of her entire marketing team.

Lisa developed a creative marketing plan that makes use of new and emerging technologies, while communicating with relatable messaging, engaging consumers across multiple platforms, and pulling in traditional marketing techniques where appropriate which has generated optimal results.

In a destination like Calaveras County, tourism sustainability encompasses protecting the natural environment such as the Wild and Scenic Mokelumne River, the Ebbetts Pass National Scenic Byway and Calaveras Big Trees State Park. Lisa’s vision helped launch the "Hop Lightly" program designed to educate and assist visitors in keeping these spaces pristine. Other accomplishments include developing nurturing partnerships and collaborations with local and regional business leaders and economic development professionals.

In her over 20-years as a business development and marketing professional, Lisa has brought a multitude of travel and tourism expertise to Calaveras County. Her abilities to add value through public speaking & presentations, ad and graphic design, web design/search engine optimization, data analysis, project management, and public/media relations has been outstanding. In July 2019, Lisa will be relocating back to her native England to be with her family and begin the next chapter of her life.

FINANCING:

There is no financial impact.

ALTERNATIVES:

Proclamation recognizing Lisa Boulton
June 25, 2019

The Board could choose not to adopt the proclamation.

APPROVED BY:



Kathryn Gallino, Economic Development Director

6/10/2019



Julie Moss-Lewis, Deputy County Counsel

6/12/2019



Albert Alt, County Administrative Officer

6/14/2019



Diane Severud, Deputy Clerk of the Board of Supervisors

6/14/2019