



September 17, 2019
RTMG Board of Directors
MINUTES

The Redding Tourism & Marketing Group (RTMG) quarterly board meeting was held on Sept. 17, 2019, at Oxford Suites located at 1967 Hilltop Drive, Redding, CA 96003. The meeting was called to order at 10:03 a.m. by Chairman David Grabeal with the following Board Members and guests present:

Board Members:

David Grabeal, Hampton Inn & Suites – Chair
Ed Rullman, Best Western Plus Hilltop – Past Chair
Ryan Rydalch, Oxford Inn & Suites – Secretary
Greg Knoell, Hilton Garden Inn – Treasurer
Marjorie Culley, Sheraton Redding Hotel – Officer At Large
Dave Creager, TownePlace Inn & Suites – Officer At Large
Jay Patel, Thunderbird Lodge – Officer at Large
Alexis Asbe, Papa House – Director

Redding Convention & Visitors Bureau

Laurie Baker, CEO
Julie Finck, Marketing Coordinator
Sabrina Jurisich, Sports & Film Commissioner
T.J. Holmes, Communications Coordinator

- I. Meeting is Called to Order at 10:03 a.m. on Sept. 17, 2019 by Chairman David Grabeal**
- II. Quorum is confirmed and roll call is established via sign-in sheet.**
- III. Introductions of meeting participants:**
 - Introductions of the meeting participants, including Randi Slaughter.
- IV. Approval of June 2019 quarterly Board of Directors Meeting minutes:**
 - Dave Creager motions to approve minutes from June 25, 2019 meeting. Ed seconds.
 - No discussion. All in favor, zero opposed, zero abstained. Motion passes.
- V. Public Comment**
 - No public comment.
- VI. General Business:**
 - A. Randi Slaughter will present on the Shasta County State Capitol display – what will be displayed, the reasoning for the concept and designers chosen.**
 - Randi Slaughter presents her project on updating the Shasta County State Capitol display. She wants to include attractions Shasta County currently has with the Sundial Bridge, outdoor activities, the Sacramento River Trail.
 - Ed suggests the RTMG board gives the \$5,000 she is asking for and the Best Western Plus Hilltop will give an extra \$1,000 toward the project.

- Randi expects it to be updated for at least the next 10 years.

B. Update on recent Events Coordinator Activity – Sabrina Jurisich will report on the USA Softball Tournament and Untamed.

- Sabrina presents on the USA Softball Tournament that the Redding CVB brought to Big League Dreams in July 2019. The tournament averaged about six days per team with 874 out of town players, coaches and umpires, which did not include extra accompanied travelers.
- Sabrina explained California Untamed where Ryan Spitz is putting together several routes in the region for the ultra-marathoner, cyclist and rafter. The idea is to sell the event and partner to do something unique to the area and showcase the beauty.

C. Laurie will present on the recent Redding City Identity Project activity that involves the RCVB – Itineraries by Locals and Garden of Lights.

- Laurie presents the Redding City Identity Project with creating itineraries by the locals to help visitors with what they can do when they come here.
- Laurie also discusses the Garden of Lights project, which is headed by Turtle Bay. It features Christmas-type decorations and lights on trees for up to eight weeks. Admission will be collected, and it is expected for it to be self-sustaining year-after-year. Turtle Bay is asking for \$250,000 contribution budget from the RTMG.
- Marjorie said it is expected to go in Christmas 2020.
- Ed thinks it has a long-term benefit to the entire community.
- Alexis says the entire city should be the Garden of Lights not just the Arboretum by Turtle Bay.

D. TJ will present some of the Cultural District video campaign and some of the Redding icon video campaign and influencers and travel writers.

- T.J. presents the 360-degree videos in support of the Redding Cultural District as well as the Famously Redding icon video campaign.
- T.J. gives an update on using influencers and travel writers for this fiscal year and the impact they have on marketing for tourism.

E. Update on the MOU, the firefighter position and how properties tap into the police position. The new MOU will replace the previous MOU.

- Laurie gave an update on the MOU, the firefighter position and provided communication information for properties to contact the police sergeant.
- Laurie says the city of Redding is discussing contract options with the CVB.
- David thinks what the RTMG and RCVB is doing is making the city a better place, helping both the citizens and the tourists.

F. Board Meeting Locations for June and September 2020

- Sheraton will host the June 2020 RTMG Board Meeting and Oxford Suites will host in September 2020.

G. Julie will present the new in-room cards that help visitors with guidelines for being safe.

- Julie presents the new redesigned in-room cards.

VII. Action Items for Board vote

A. Approval of the 2018/2019 budget-to-actual report

- Ed motions to approve the 2018/29 budget-to-actual report. Alexis seconds.
- No discussion.

- All in favor, zero opposed, zero abstained. Motion passes.
- B. SCWA Tourism Summit will be in Butte County – at what level would the RCVB be a sponsor.**
- Alexis motions for the RTMG to continue the \$8,000 support for the Tourism Summit. Greg seconds.
 - Discussion:
 - Laurie thinks the Tourism Summit is vital for the area and Redding should still be a sponsor at some level. Ed and Dave agree.
 - Ed talks about Butte County is making a big move to be involved in this. It will be held at Almendra Winery in Durham and the winery stepped up to be a major sponsor.
 - All in favor, zero opposed, zero abstained. Motion passes.
- C. Discussion and possible approval of support for the Capitol Display**
- Ed motions for the RTMG to give the requested amount of \$5,000 in support of the capitol display. Dave seconds.
 - Discussion:
 - Alexis asks if we can provide more support.
 - Ed suggests \$5,000 out of this year and \$5,000 out of next year’s budget.
 - David says we don’t know where we’ll be next year with the uncertain RCVB contract with the city.
 - Ed amends his motion to give \$5,000 this year plus an additional \$3,000, capping the total at \$8,000 if Laurie can find the funds. Second by Dave.
 - All in favor, zero opposed, zero abstained. Motion passes.
- D. Discussion and possible approval of support for the Garden of Lights**
- Ed motions for the RTMG to give \$35,000 in support of the Garden of Lights to match what the Chamber of Commerce is giving to fund the project. Alexis seconds.
 - All in favor, zero opposed, zero abstained. Motion passes.
- E. Discussion and approval of the revised 2019/2020 budget**
- Alexis motions to approve the revised 2019/2020 budget. Greg seconds.
 - Discussion:
 - Laurie presents the revised budget, which is the way the city wants it organized. All contractual goals were met.
 - All in favor, zero opposed, zero abstained. Motion passes.
- F. Motion to officially invite other organizations to board meetings to help with ideas and direction of the RCVB. These would be non-voting attendees. Discuss if consistent invitations should be a practice for the future and if so who should be invited.**
- Ed motions to direct RCVB staff to come up with three associate members that would be permanent, non-voting members of the board designed to give the RTMG insight on how to make the community go forward and satisfy questions people have in the community. Greg seconds.
 - Discussion:
 - Ed mentions how this could help outside organizations understand the RTMG’s mission and how it impacts the community. The RTMG is one of the largest organizations who commits to improving Redding. It is also a chance for other organizations to lend ideas to how we should do things.

- Alexis says it's good for transparency issues to open the conversation and for educational input.
- Laurie thinks in order to manage tourism in the area, there has to be buy-in with other organizations. It would be a good idea to have key people at the board meetings giving insight.
- Alexis mentions the RTMG board has more responsibility in our community than getting heads in beds. She suggests the positions be rotating and not permanent.
- Ed says it takes a long time to get up to speed with what the RTMG does and then understand where it's going.
- Greg suggests someone on a 12-month rotation basis.
- Alexis agrees all of the input is good. Three permanent fixtures are the best solution, suggesting there be a term on it and the organizations be voted in.
- Dave says entities need to be in hospitality, not real estate agents, etc.
 - Ed amends his motion to bring in three to five organizations who are affiliates of the hospitality industry for a two-year term and given non-voting rights to provide insight to the RTMG board. The RCVB must bring ideas to the board. Greg seconds.
 - All in favor, zero opposed, zero abstained. Motion passes.

VIII. Future Agenda Items

- A. Larry to present an update on CARR fire rebuilds, commercial development, and that quarter's Host Compliance progress
- B. Presentation by the EDC on what new business is coming to Redding, and how the two organizations can be of support to one another.

IX. Adjournment

- Ryan motions to adjourn meeting. Dave seconds.
- All in favor, zero opposed, zero abstained. Motion passes. Meeting adjourned at 12:09 p.m.

Pursuant to the Brown Act, non-confidential materials related to an item on this agenda submitted to the Redding Tourism & Marketing Group after distribution of the agenda packet are available for inspection during normal business hours at the Redding Convention & Visitors Bureau office located at 1448 Pine Street, Redding, CA 96001.

In compliance with the Americans and Disabilities Act, the Redding Tourism & Marketing Group will make available, to any member of the public who has a disability, a needed modification or accommodation in order for that person to participate in the public meeting. A person needing assistance should contact Laurie Baker by telephone at (530) 225-4485 or in person, or by mail at 1448 Pine Street, Redding CA, 96001.

Signature _____
Board Secretary – Ryan Rydalch

Date _____