



Dec. 18, 2018
RTMG Board of Directors
MINUTES

The Redding Tourism & Marketing Group (RTMG) quarterly board meeting was held on Dec. 18, 2018, at Best Western Plus Hilltop Inn located at 2300 Hilltop Drive, Redding, CA 96003. The meeting was called to order at 10:02 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
Brandi Merkel, Holiday Inn – Secretary
Lindsay Meyers, Sheraton Redding Hotel – Treasurer
Dave Creager, TownePlace Suites – Officer At Large
Ryan Rydalch, Oxford Inn & Suites – Officer At Large
Alexis Asbe, Papa House – Officer At Large
Janelle Pierson, Bridgehouse B&B – Director
Alex Abhaykumar, Redding Travelodge – Director

Redding Convention & Visitors Bureau

Laurie Baker, CEO
Julie Finck, Marketing Coordinator
Sabrina Jurisich, Sports & Film Commissioner
Jennifer Fontana, Industry Relations & Group Coordinator
T.J. Holmes, Communications Coordinator

Attending Guests:

Larry Vaupel, City of Redding
Julie Dyar, Redding Civic Auditorium
Kelli Gant, Trinity County Chamber of Commerce

- I. Meeting is Called to Order at 10:02 a.m. on Dec. 18, 2018 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 Larry Vaupel from the City of Redding and Julie Dyar from the Redding Civic Auditorium and Kelli Gant of the Trinity County Chamber of Commerce.
- IV. Approval of Sept. 19, 2018 quarterly Board of Directors Meeting minutes:**
 - Ed motions to approve minutes from Sept. 19, 2018 meeting. Alexis seconds.
 - No discussion. All in favor, zero opposed, zero abstained. Motion passes.
- V. Public Comment**
 - Kelli Gant is attending the meeting to learn about a Tourism Business Improvement District.

VI. General Business:

A. Presentation by City of Redding Liaison Larry Vaupel:

1. Short-term rental compliance software update

- Larry gave an update about the short-term rental compliance software. Letters have been issued to identified short-term properties to make sure they're compliant with TOT rules. Larry says the short-term rental ordinance is going back to the Redding City Council soon to strengthen it.

2. Information on TOT collection and refund sales

- Larry discussed TOT collection process and when a refund can be issued for transients.

B. New Visit Redding Guide mock layout presented by Julie Finck

- Julie gives a presentation of the new Visit Redding Guide.

C. New Adventure Challenge Passport presentation by Sabrina Jurisich

- Sabrina presents the Adventure Challenge Passport project.

D. Report of Redd Sun Festival by Julie Dyar and Laurie Baker

- Julie Dyar presented information about the Redd Sun Festival. The attendance was lower than expected but feedback from attendees and performers was positive. Ticket sales were estimated at 3,200 for the event with 16.53 percent of those coming from outside of a one-hour drive.
- Ed and David Grabeal point out the difficulty for first-year events to thrive, especially with the Carr Fire.
- Julie said cancelling was not an option to preserve Redding's reputation for hosting musical performances.
- Laurie shows the wrap-up video of the Redd Sun Festival and a breakdown of where the RMTG contributions went for the Civic's marketing plan for the event.

E. RCVB Updates by CEO Laurie Baker:

1. Redding City Identity Project progress

- Laurie gives an update on the Redding City Identity Project. The RCIP will present 20 ideas by 2020 on Jan. 10 at the Cascade Theatre and showcase them on Reddingideas.com.

F. Airport Marketing Grant was accepted, and a contract is in process with the City of Redding

- Laurie worked with the airport on a marketing plan to receive a grant to promote the San Francisco to Redding flight.

G. The SCWA/RCVB is providing information to the City of Redding to consider including in their RFP for an organization to oversee the RCVB (contract set to start July 1, 2020)

- Laurie discusses how she is providing information to the City of Redding for its RFP to oversee the RCVB.

H. Crisis Management Plan

- Laurie asks if there is a need for a crisis management plan in the wake of the wildfires.
- Discussion is had on the steadfast efforts from the hoteliers during the Carr Fire. David Grabeal suggests forming a task force to construct a crisis management plan made up from members of the SCWA, RCVB and RTMG. Laurie said she will look into

a committee in Shasta County that former Redding Fire Chief Gerry Gray put together in the past.

VII. Action Items for Board Vote

A. Discussion and acceptance of last quarter's Community Services Advisory Commission reports

- Janelle motions to accept last quarter's CSAC reports. Dave Creager seconds. No discussion. All in favor, none opposed, zero abstained. Motion passes.

B. Discussion and approval of YTD Financials

- Laurie presents the YTD Financials and discusses the potential for co-ops with properties for the Mountain Gate billboard.
- Ed motions to approve YTD Financials. Brandi seconds. All in favor, none opposed, zero abstained. Motion passes.

C. New Location: The RCVB has been looking at a downtown location on Pine Street. If the office moves, then both the visitors desk and the administrative office will be house in the same building.

- Laurie talks about moving the RCVB to a new building in downtown Redding and looking for approval to proceed with negotiations with the landlord for a lease.
- Janelle motions to look into negotiating relative to the CEO's request. Dave Creager seconds.

Discussion:

- This is a great opportunity for the RCVB considering the momentum of downtown Redding and the revitalization projects in progress.
- All in favor, none opposed, zero abstained. Motion passes.

VIII. Discussion/Possible Direction to Staff:

- Ed thanks the RCVB for an amazing job and Dave Creager credits Laurie for putting a great team together that understands where the RTMG wants to be.

IX. Future Agenda Items

- David Grabeal requests additional discussion on the RTMG support level for the future of the Redd Sun Festival.
- Ed requests to ask the RTMG Board if Julie Dyar can become an advisor to listen to her input for future meetings.

X. Adjournment

- Ed motions to adjourn meeting. Ryan seconds.
 - All in favor, zero opposed, zero abstained. Motion passes. Meeting adjourned at 11:50 a.m.

Next Quarterly Board Meeting will be held March 19, 2019, at 10 a.m. at Holiday Inn, located at 1900 Hilltop Drive, Redding, CA 96002. The schedule of meeting locations for the year can be found on VisitRedding.com.

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) 515-4038 or in person, or by mail at 1448 Pine Street, Redding CA, 96001.

Secretary Signature _____

Board Member

Date _____