



December 17, 2019
RTMG Board of Directors
MINUTES

The Redding Tourism & Marketing Group (RTMG) quarterly board meeting was held on Dec. 17, 2019, at Best Western Plus Hilltop at 2300 Hilltop Drive, Redding, CA 96003. The meeting was called to order at 10:00 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
Janelle Pierson, Bridge House Bed & Breakfast – Vice 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
Joli Hayes, Red Lion Hotel – Director

Redding Convention & Visitors Bureau

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

Attending Guests

Larry Vaupel, City of Redding
Brian Cole, Redding Police Department
Rob Peterson, Redding Police Department
Nicholas Day, Redding Police Department
Ken Coster, Kool April Nites
Ryan Dorosz, Kool April Nites
Jennifer Fontana, Kool April Nites
Erica Jones, Redding Community Services Advisory Commission
Seth McGaha, Turtle Bay Exploration Park
Holly Prinson, Guest

- I. Meeting is Called to Order at 10:00 a.m. on Dec. 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 and guests.

- IV. **Approval of September 17, 2019 quarterly Board of Directors Meeting minutes:**
- Ed motions to approve minutes from Sept. 17, 2019 meeting. Dave Creager seconds.
 - No discussion. All in favor, zero opposed, none abstained. Motion passes.
- V. **Public Comment**
- No public comment.
- VI. **Presentations/General Business:**
- A. Sergeant Danial Smetak, RPD/Lodging property liaison, will present on the process for future communication opportunities.**
- Brian Cole, Rob Peterson and Nicholas Day of the Redding Police Department presented information on ways to communicate between properties and their neighborhood unit. The officers also gave tips on how to make lodging properties safer through crime prevention by environmental design.
 - David Grabeal offered a standing invitation with at least one of the officers for each RTMG Board meeting to provide updates and 2-3 points of recognized concern for all operators to improve their properties.
 - Officer Cole thanked the RTMG for the support to provide funding for a new SWAT vehicle and wants to put on a demonstration for the Board.
- B. Larry Vaupel to present an update on CARR fire rebuilds, commercial development, and that quarter's Host Compliance progress.**
- Larry presented an update on the Carr Fire rebuilds. Almost 50% of the buildings that were destroyed in the fire have picked up building permits and started construction. That is good news with Sonoma still at 15%.
 - Larry notes the city of Redding has averaged \$25 EAV (tax-based value of construction) over the past 10 years, vast majority of it is residential. The past year has seen a \$500 million of EAV come through, which is 15-20 years' worth of development happening in Redding in the next 3-4 years.
 - Other projects Larry discussed were the downtown projects from the Redding City Identity Project, the K2 Market Center, downtown lodging properties, the Mt. Shasta Mall, Churn Creek Marketplace, Bethel and the River Crossing Marketplace.
- C. Presentation by the EDC on what new business is coming to Redding, and how the two organizations can be of support to one another.**
- Todd Jones of the EDC was not in attendance and no presentation was given.
- D. Julie Finck will share how the "planning calendar" works with the Visit Redding event calendar.**
- Julie presents information on the "planning calendar" and how it's a resource for locals who are planning an event so there aren't conflicting dates.
- E. The Board of Directors will be reviewing and signing conflict of interest and confidentiality agreements.**
- a. Laurie presents the two agreements for the Board of Directors to sign.
- F. Kool April Nites will present last year's success and next year's plans by Jennifer Fontana and Ryan Dorosz.**
- Kool April Nites (KAN) Board members, plus Ken Coster, said 1,183 vehicles were from at least 45 minutes away from Redding. The dates for this year are April 18-26 and will feature 27 show and shines. There is a push for more sponsorships to get

better entertainment on Saturday night. A lower and more affordable level of sponsorship was added for hotels and restaurants to be mentioned as a “preferred” place of business. KAN is trying to bring back the sock hop and looking to partner with the Chamber of Commerce on Thursday night in an attempt to make it a longer event.

- Ed says he was concerned KAN was going to fold but the injection of new people and statistics speak for itself. It’s the single largest event Redding has and it brings visitors. It’s good the new board is trying to make it a longer event.
- Ken said the plan this year is to reach the \$1 million all-time donation mark.

G. Update on invitations to other organizations to attend board meetings.

- Laurie gives an update on inviting other organizations to attend RTMG Board Meetings. The plan is to put it on hold while the city of Redding reviews and possibly revises the contract.
- David Grabeal requests a qualified proposal to include other organizations at the RTMG board meetings be ready and documented so it can be ready if the contract is renewed.

H. Confirmation of 2020 BOD meeting locations

- The 2020 BOD meeting locations were confirmed.
- Alexis requests to put the meetings and details in a Google doc to plan ahead.

I. Quick overview of the new contract and RFP process

- Laurie gives an overview of the new contract and RFP process.
- Larry said the new contract should be at the Redding City Council in February to get their buy-in on a path that CSAC recommends to the council.
- David Grabeal notes the contract is for the CVB and the TBID is separate and doesn’t impact the TBID.

VII. Action Items for Board vote

A. Approval of the year-to-date budget-to-actual financial report

- Greg motions to approve the 2018/29 budget-to-actual report. Alexis seconds.
- Discussion:
 - Laurie reviews the year-to-date budget-to-actual financial report and the new format as requested by the city.
- All in favor, zero opposed, zero abstained. Motion passes.

B. Acceptance of the previous CSAC reports.

- Janelle motions to accept the previous three CSAC reports submitted to the City of Redding. Greg seconds.
- Discussion:
 - David Grabeal said the CSAC reports help people see what the CVB is doing.
 - All hoteliers present requested to have downtown maps.
- All in favor, zero opposed, zero abstained. Motion passes.

VIII. Future Agenda Items

- A. Janelle requests to put a presentation by the Redding Roots Festival on the next board meeting.
- B. Ryan requests to have Larry bring someone from the Mt. Shasta Mall to talk about all of the development and updates going on there.

IX. Adjournment

- Greg motions to adjourn the meeting. Ryan seconds.
- All in favor, zero opposed, zero abstained. Motion passes. Meeting adjourned at 11:57 a.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 06.17.20