



RTMG Special Board of Directors Meeting

Tuesday, March 21, 2017: 10:00 a.m. to 12:00 p.m.

Best Western Plus Hilltop | 2300 Hilltop Drive, Redding CA 96002 | 530-221-8700

If you wish to conference via telephone, please contact Jennifer Fontana at 530-225-4010 at least one week prior to the meeting.

Agendas are available on-line at the Redding Convention & Visitors Bureau's website at www.visitredding.com, at City of Redding and on display at the Redding Convention & Visitors Bureau Administrative Office located at 2334 Washington Ave., Suite B, Redding, CA 96001

- I. Call to Order – Chair, David Grabeal
- II. Confirm Quorum – roll call by sign-in sheet
- III. Introductions
- IV. Approval of December 20, 2016 Minutes
- V. Public Comment
- VI. Presentations
 - A. City-wide branding project: April LaFrance and Jenny Lynn Buntin will introduce the RTMG Board of Directors to a confidential idea they have for a collaborative community-wide project that has the potential to create a plan for Redding's future infrastructure and community pride.
 - B. Short Marketing update:
 - i. Viewing of the Mayor's Mt. Bike Challenge Commercial, United video, Billboards, and the local Newsletter
 - ii. Copy of the most recent CSAC report will be available for anyone who wants a copy.
- VII. Action Items for Board Vote
 - A. Acceptance of the Financial Report:
 - B. Acceptance of uniform lodging property guest invoicing format: Overnight lodging property invoices should be uniform in how taxes and assessments are presented to overnight visitors. An example invoice will be presented for approval by the Board of Directors and has been included in the Board Packet.

- C. Turtle Bay sponsorship: Turtle Bay Exploration Park has been great partner with the RCVB. Throughout the year support is given to Turtle Bay to man the visitor booth, billboard expense for four months, inclusion in many marketing ads with the added support of \$5000 in 2016 for the Find Your Park Exhibit. They have another exhibit - Mythic Creatures where they are requesting \$5000 support from the RTMG Board of Directors. The Sponsorship Form Request is part of the Board Packet. Money will come from the RCVB Budget.
- D. World Series sponsorship: The World Amateur Baseball Association (WABA) brings their World Series to various cities every year. This 24-team event will give 300 room nights for seven nights for a total of 2100 room nights in July, similar to Kool April Nites impact. The request by WABA to bring this \$1M+ economic impact event is \$150,000. The Continental Amateur Baseball Association (CABA) has accepted the responsibility to raise the money to bring the event to Redding, but are asking \$15,000 from the city which can be paid by the RCVB. Money will come from the TMBID budget.
- E. Sports Festival sponsorship: A group of local leaders have been working for the past six months to regroup and plan for a future sports festival. They are currently looking for sponsor guarantees before they make any final commitments. The current approved budget has a line item of \$20,000 set aside for this event. The Sports Festival Committee is looking for an in-kind advertising commitment from the RCVB along with a cash commitment. Money will come from the TMBID budget.

VIII. Adjournment

*Next Quarterly Board Meeting will be held June 20, 2017: 10:00 A.M. - 12:00 P.M. at Oxford Suites, 1967 Hilltop Drive, Redding, CA 96002. The schedule and meeting locations for the year can be found on VisitRedding.com under Board of Directors at the bottom.

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 2334 Washington Avenue, Suite B, 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 Jennifer Fontana by telephone at (530) 225-4010 or in person, or by mail at 2334 Washington Avenue, Suite B, Redding, CA, 96001.