



RTMG Board of Directors

Tuesday, September 19, 2017: 10:00 a.m. to 12:00 p.m.

Holiday Inn | 1900 Hilltop Drive, Redding, CA 96002

Phone: 530-221-7500

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 by the Chair David Grabeal
- II. Confirm Quorum – roll call by sign-in sheet
- III. Introductions
- IV. Approval of June 20, 2017 minutes
- V. Public Comment
- VI. Presentations:
 - A. Chartwell Consulting - will provide an update on a collaborative community-wide project that has the potential to create a plan for Redding's future image and reputation.
 - B. Debra Lucero – presentation on the Cultural District selection for the Visit California pilot program and what that designation means for the future of Redding.
 - C. Jennifer Fontana - update on recent Industry Relations/Group Coordinator Activity - an explanation letter and guest receipt example designed for property owners as they start to adhere to the new room rental ordinances; recent success at bringing a new tour to Redding; new collateral for groups; progress on two multi-property groups to come to Redding, and one 28 day group.
- VII. Action Items for Board Vote
 - A. Discussion and approval of the 2016/2017 Final Year-End Financials
 - B. Discussion and approval of the revised 2017/2018 budget

VIII. Discussion/Possible Direction to Staff:

- I. Discussion to be had on how the RTMG can support future efforts of Kool April Nites - what changes can be done and by whom to entice future generations to enjoy this long standing event.
- II. Review of the monthly Community Services Advisory Commissions (CSAC) reports
- III. Discussion to be had about the parameters for creating an event subcommittee as well as which events have the potential to attract visitors rather than just being local fundraisers. The RCVB office works to bring well-established groups to Redding that provide instant TOT growth and will continue to do that work. The team currently supports and markets local events, but if the RTMG wants to put more effort into building existing events, then a subcommittee might be a solution. A subcommittee must have at least one RTMG director, no more than three directors and they must be willing to be an extension of the RCVB team rather than asking the RCVB office to add to the current work load. A subcommittee is an option for connecting the community with the RTMG mission without giving the additional members voting rights.
- IV. Suggested future agenda items
- V. Adjournment

Next Quarterly Board Meeting will be held December 19, 2017; 10:00 a.m. to 12 p.m. at the Hilton Garden Inn located at 5050 Bechelli Lane, 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 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.

Participants at the Board meeting of the Redding Tourism Marketing Group are reminded to refrain from any actions or discussions which may be construed as violations of anti-trust law. Specifically, there will be no discussion related to pricing or fees, discounts, sales, credit terms, competitive practices, or market allocations. Furthermore, participants should refrain from discussing specific problems and limit their questions and statements to those of general industry practices.