



REDDING
Tourism & Marketing Group
LEADERS IN HOSPITALITY

Board of Directors Meeting Minutes
December 20, 2016, 10:03 a.m. to 12:01 p.m.
Holiday Inn and Convention Center, Hilltop, Redding, CA 96001

The Redding Tourism Marketing Group quarterly board meeting was held on Tuesday, December 20, 2016 at Holiday Inn in Redding. The meeting was called to order at 10:02 a.m. by Chairman David Grabeal with the following Board members and guests present:

Board Directors:

David Grabeal – Chair – Hampton Inn & Suites
Ryan Rydalch – Vice Chair – Oxford Inn & Suites
Ed Rullman – Non-Expiring Board Member – Best Western Plus Hilltop
Greg Knoell – Secretary – Hilton Garden Inn
Mitch Van Wormer – Non-Expiring Board Member – Red Lion Hotel
Brandi Merkel – Officer at Large – Holiday Inn & Convention Center
Janelle Pierson – Treasurer – Bridgehouse B&B
Linda Kilcollins – Director – Old Thyme Bed and Breakfast

Guests:

Jennifer Fontana – Attendee – CVB
Julie Finck – Attendee – CVB
Laurie Baker – Attendee – CVB
Kallie Markle – Attendee – CVB
Greg Clark – Attendee – Deputy City Manager - City of Redding
Rob Paoletti – Presenter – Chief of Police, RPD
Doug Carney – Presenter – Kool April Nites

1. Call to Order
 - a. Meeting Called to Order at 10:02 am by RTMG Chairman David Grabeal

2. Confirm Quorum
 - a. Quorum is confirmed and roll call established via sign-in sheet

3. Introductions

- a. Introductions of names and titles of all in attendance

4. Approval of September 20, 2016 Board Minutes

- a. Ed Rullman motions to approve minutes from September 20, 2016 meeting, Greg Knoell seconds.
 - i. No discussion. Motion passes.

Public Comment

- None

2017 Board Meeting Locations

- In accordance with the Brown Act, meeting locations and dates must be posted a year in advance. Board members were presented with the option to host 2017 Board meetings and the following was agreed upon:
 - o Ed Rullman agrees to host March 21st, 2017 meeting at Best Western Plus Hilltop
 - o Ryan Rydalch agrees to host June 20th, 2017 meeting at Oxford Suites
 - o Brandi Merkel agrees to host September 19th, 2017 meeting at Holiday Inn
 - o Greg Knoell agrees to host December 19th, 2017 meeting at Hilton Garden Inn

- It is noted that meetings are subject to being relocated if a property is booked and unable to accommodate.

Presentations

- Kallie Markle gave a presentation on recent marketing, public relations and social media activity.

- Kool April Nites: Doug Carney presents on how the sponsorship dollars were used previous years and what is planned for the 2017 season. For 2017 there will be more entertainment to create more of a festival atmosphere. Attendance from the 1900 registrants is from outside the area bringing an estimated 800 room nights city wide each night of the event.

- Redding Police Department: Chief Paoletti presents on the possible outcome of Propositions 57 and 64 passing and Measures D & E not passing. Security will need to be the focus of everyone and crimes that are non-violent or not currently in process will need to be reported on-line to free up time for the officers. Most of the violent crimes are life style related and against their own, the crimes are not usually directed at tourists. Due to the changes in the laws, we will have more people on the streets who can potentially cause more trouble and the officers will be at risk due to the changes in what is considered a nonviolent crime.

- Laurie Baker gave presentation on the relationship between the RTMG and Luis Miramontes Memorial Foundation to bring Redding more exposure from medical organizations outside the area. Dignity Health is interested in working to get more involved in the community and will work with the CVB to reach out to connect with the medical community outside the area.

The Board requested that we also make contact with the other two hospitals to see how we can partner with them as well.

- Julie Finck gave a presentation on the RCVB marketing efforts for the past six months showing a few examples for print advertising in publications such as Via and Sunset, digital advertising with various methods such as E-blasts, banner ads, and pre-roll, and updates to the Visit Redding website and mobile site.

Action Items for Board Vote

- Approval of the Financials:
 - Laurie explains that we are seeing a short downturn in occupancy for a couple of months, but the overall year-over-year TOT is still increasing and we do not need to make any adjustments to the plan for the year; she expects occupancy to turn around and increase again.
 - Ed Rullman motions to accept the financials as presented, Mitch Van Wormer seconds.
 - Dave G agrees that we should march on strong. Ed says it's a little over 70% occupancy and 4 new hotels are on the docket to be built. That will mean 400 new rooms taking some of the pie but that things will level out. He expects significant growth in 2017. Dave Grabeal feels we're moving in a direction that will make the pie bigger.
 - Vote. All in favor. Motion passes.
- Kool April Nites:
 - Dave Grabeal explains that Kool April Nites expects \$10,000 but he would entertain a motion to give them \$15,000. He feels Kool April Nites is a great organization.
 - Greg Knoell motions to approve \$15,000 in support for Kool April Nites and Brandi Merkel seconds.
 - Mitch Van Wormer and Linda Kilcollins like that they are continuing to evolve the event with improvements. Ed wishes Redding could have four or five KANs per year and hopes it's a good model for something like the Sports Festival/Triathlon, which could be as big as KAN. Once hotels got on board with KAN, it really blossomed, and he feels the hotels could support other events and help them grow. Dave Grabeal feels that RTMG's assistance gives them the confidence to expand. Ryan Rydalch feels that the extra \$5,000 can help Kool April Nites add an extra day of the event. Ed explains that Thursday used to be a big part of KAN, and if we can get it back to including that night. Ed Rullman hopes we can help them with their technical knowledge gaps, especially since it's the hotels biggest event.
 - Vote: All in favor. Motion Passes.

□ San Francisco Chronicle:

- Ed motions to give Laurie the ability to spend \$30,000 for two inserts in the SF Chronicle if there is enough interest. Linda Kilcollins seconds.
 - The Board discusses the possibility of participating in two SF Chronicle travel inserts. The Board already approved one section for \$13,000 but the Chronicle is making the suggestion of adding the digital format for a total of \$15,000.
 - Dave explains that we'd do two per year in the future, but after the initial one the second one could go on the next year's budget, which would then make the \$30,000 commitment being for next year. Laurie explains that it would depend on enough people in the community wanting to participate.
 - Ed feels this is 'cheap advertising'. Dave's only concern is whether or not we can get enough participation to support both sections. Mitch Van Wormer echoes that concern, that two in one year would weaken the success. Ed Rullman believes Monterey does 4 per year, and that only doing one per year may not give the exposure that we need. Plumas County was the biggest participant in the last edition and they feel it was definitely a boost to their economy. He was at Lake Almanor and was amazed at the amount of first time visitors; the businesses were really happy. Laurie says they've asked Chronicle to come back to the Summit again and talk about the insert, and that the summit will be open to more people in 2017. Dave explains that by approving, it only allocates the funds to be used but doesn't require we buy the insert.
 - Vote: All in favor to allocate \$30,000 for SF Chronicle. Motion passes.

□ RTMG Annual Report:

- The RTMG draft was at the meeting for review and suggested edits. Edits by Directors should be submitted by December 24th to meet the December 30th filing deadline.
 - Greg Knoell motions to allow Laurie to make any suggested edits, finalize the report and file it with the City of Redding. Ed Rullman seconds.
 - Ed asks if Laurie anticipates any negative feedback due to any of the information in the report. Laurie explains that this report does not get presented to anyone, it just get's filed as required by law. She'd been asked to condense her last report, so she did. Greg explains that the law requires these annual reports, and that the other destinations' s TMBID reports have a very minimal amount of information in them. He feels this reports satisfies the requirements.
 - Vote: All in favor in favor to submit the report with any change suggestions Laurie feels should be included. Motion passes.

Discussion:

- Mitch Van Wormer would like to discuss potential support for RPD and how it could impact tourism. Laurie explains that if another TBID were created to pay for security, it would not need to go before the public for a vote, but we would need to research if that is possible under the current highway codes. Mitch wonders what other opportunities there are. Ed thinks that might be a question for the city attorney. Greg says any assessments through the TMBID would have to

serve the entities paying it. Dave isn't sure adding an officer would do that. Ed says that if every hotel was on one street, that would be one thing, but that's not Redding's situation. Ed wonders if it's worth looking at hiring private security as a group to patrol the properties. Dave says it's a possibility. Mitch asks if it's part of the assessment or a budgeted item. Dave points out that it would have to cover everyone. Mitch hopes to discuss options and alternatives, and to be proactive. Ed says 'rumor on the street' is that there's a group planning to go after a sales tax and to dedicate the money to safety, requiring a 2/3 majority vote. There's not a lot of faith that that would pass. The group was disappointed that Measures D & E didn't pass. Dave says perhaps there's a vehicle to explore it, we will. Ryan wonders if, similar to Luis Miramonte, if there was a foundation set up that we could support. Janelle explains that it would have to be a non-profit. The discussion was tabled for another time.

Adjournment

- Ed motions to adjourn the meeting, Janelle seconds
 - Vote: All in favor. motion to adjourn passes:
 - Time: 12:18

*Next Quarterly Board Meeting will be held March 21, 2017, 10:00 a.m. at Best Western Plus Hilltop. 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 Laurie Baker by telephone at (530) 225-4485 or in person, or by mail at 2334 Washington Avenue, Suite B, Redding CA, 96001.

Secretary Signature _____ Date _____
Greg Knoell – Hilton Garden Inn