



RTMG Special Board of Directors Meeting

Tuesday, December 20, 2016: 10:00 a.m. to 12:00 p.m.

Holiday Inn | 1900 Hilltop Drive, Redding CA 96002 | 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 – Chairman David Grabeal
- II. Confirm Quorum – roll call
- III. Introductions
- IV. Approval of the September 20, 2016 Minutes
- V. Public Comment
- VI. 2017 Board Meeting Locations: In accordance with the Brown Act, meeting locations and dates must be posted a year in advance. The group will work on which locations can host the 2017 meetings dates of: March 21, June 20th, September 19th, and December 19th.
- VII. Marketing/PR/Social Media Update: The RCVB team will present some of the recent marketing, public relations and social media activity that came from the RCVB team.
- VIII. Presentations
 - A. Kool April Nites: Doug Carney will present how the sponsorship dollars were used previous years and what is planned for the 2017 season.
 - B. Redding Police Department: Chief Paoletti will present the possible outcome of Proposition 57 passing and Measures D & E not passing. He will answer questions and share thoughts on how lodging properties and the community can prepare for the future.
 - C. Laurie Baker will present what is transpiring with the relationship between the RTMG and Luis Miramontes Memorial Foundation to bring Redding more exposure from medical organizations outside the area.

IX. Action Items for Board Vote

- A. Approval of the Financials: The Board will do an approval vote that they have seen and reviewed the cash basis accounting of what has been spent year-to-date and that they do not see any reason to pull back on spending due to market trends.
- B. Kool April Nites: The Board of directors will do a reaffirmation vote to spend or amend the \$15,000 already approved on the budget for Kool April Nites.
- C. San Francisco Chronicle: The Board will discuss 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 some motto the digital format for a total of \$15,000. The Board will vote on whether or not they would be willing to take the large double-truck ad twice in one year for a total of \$30,000. The timing of cash outlay will depend upon whether the two versions are in the same fiscal year or not and whether or not support for the remainder of the section will be secured by other businesses.
- D. RTMG Annual Report to be submitted to the City of Redding: The RTMG draft will be at the meeting for review and suggested edits. The vote will be to allow the CEO to make any suggested edits, finalize the report and file it with the City of Redding. Edits by Directors should be submitted by December 24th to meet the December 30th filing deadline.

X. Discussion/Possible Staff Direction:

- A. Nothing proposed at this time.

XI. Adjournment

*Next Quarterly Board Meeting will be held March 21, 2016 10:00 am. 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.