



RTMG Board of Directors

Tuesday, September 18, 2018 10:00 a.m. to 12:00 p.m.

Red Lion Hotel | 1834 Hilltop Drive, Redding, CA 96002

Phone: (530) 221-8700

Agendas are also available online at the Redding Convention & Visitors Bureau's (RCVB) website at www.visitredding.com, at the City of Redding, and on display at the RCVB Administrative Office, located at 2334 Washington Avenue, Suite B, Redding, CA 96001.

I. Call to Order by the Chair David Grabeal

II. Confirm Quorum

III. Introductions

IV. Approval of June 19, 2018 quarterly Board of Directors Meeting minutes

V. Approval of August 14, 2018 Executive Board Special Meeting minutes

- A. Only Executive Board in attendance may vote

VI. Public Comment

VII. General Business:

- A. Redding City Identity Project (RCIP) update: the contribution of \$150,000 was matched by The McConnell Foundation resulting in about 60% of the whole project being funded by the two organizations
 - i. Monitor to see how an educational video on the importance of tourism might develop from the RCIP to then determine how we can support or partner
 - ii. Monitor to see if the creation of tour transportation develops from the RCIP to then determine how we can support or partner
- B. Redding City Council meeting update: The city needs to find \$800,000 to fund existing Fire and Police Officers. They plan to find it from discretionary General Fund organizations. Funding adjustments will be for the 2019/2010 year and they will affect Permits, Planning, Recreation and RCVB
- C. Tourism Summit update: new location and new format
- D. Request for lodging properties to have Visit Redding link on their websites
- E. Provide talking points regarding tourism questions as they relate to the fires to assist lodging property staff and front desk
- F. Getting travel writer packets to the writers is a challenge, so we will be asking your staff to please hold the packets at the front desk and distribute them at check-in

- G. Update on the RCVB support of the Redd Sun Festival
- H. Staff will present progress in revising Mission & Vision Statement
- I. Several new marketing videos will be shared

VIII. Action Items for Board Vote

- A. Banners that show lodging property support of the community: Staff has received a discounted price of \$35 per banner from McHale Signs to offer 3 ft by 8 ft banners. Discussion as to how many properties would be able to hang them and if each property pays \$35 or if the groups pays. Another option is posters. How many properties would want to display posters?
 - i. The message suggestion is: We're Here For You
#WeAreRedding
This messaging can be used at multiple times for multiple topics
- B. Discussion and acceptance of last quarter's Community Services Advisory Commission reports submitted by RCVB
- C. Discussion and approval of the 2017-2018 Year End Financial Report

IX. Discussion/Possible Direction to Staff:

X. Suggested future agenda items

XI. Adjournment

Next Quarterly Board Meeting will be held December 18, 2018 from 10 a.m. to noon at Best Western Plus Hilltop Inn, located at 2300 Hilltop Drive, Redding, CA 96002. If you wish to conference via telephone for any future meetings, please contact Jennifer Fontana at 530-225-4010 at least one week prior to the meeting. 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 Ave., Suite B, Redding, CA 96001.

In compliance with the Americans with 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 Ave., 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.