



## **RTMG Board of Directors**

**Tuesday, December 19, 2017: 10:00 a.m. to 12:00 p.m.**  
Hilton Garden Inn | 5050 Bechelli Lane, Redding, CA 96002  
Phone: 530-226-5111

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 online at the Redding Convention & Visitors Bureau's website at [www.visitredding.com](http://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
- III. Introductions
  - A. Steve Bade – This is the first meeting with the New RTMG City Liaison, Steve Bade. Steve will take a few minutes to share his background and his thoughts on his role as the RTMG City Liaison.
- IV. Approval of September 19, 2017 minutes
- V. Public Comment
- VI. Presentations:
  - A. April and Jenny Lynn – will present an update on the progress of the Redding City Identity/Branding Redding Project.
  - B. Debra Lucero – will provide an update on the outcome of the public meeting concerning the Cultural District plans.
  - C. Laurie Baker – will give an office overview to include the new international/tour bus brochure, updates on public relations and media outreach, a new film credit program, and a zip code research project.
  - D. Ed Rullman – will furnish some information on a possible new structure for Kool April Nites.
- VII. Action Items for Board Vote
  - A. Discussion and approval of the YTD Budget to Actual Financial Report.
  - B. Bylaws Update – Currently the RTMG Bylaws list the second Tuesday of June, September, December, and March as the regularly scheduled meeting dates,

that the City of Redding Tourism Officer serves as an Ex Officio Board Member, and that meetings can be attended by conference call. Considering meetings are held the third Tuesday of each quarter, the City Liaison requested during the TMBID renewal process that the City not hold an Ex Officio Board Director position, and that conference calls are regulated by the Brown Act. It is being suggested that a motion be made to amend the Bylaws to reflect the correct meeting dates, to eliminate the reference to an Ex Officio Board Member, and to state that participation in meetings by means of a conference telephone is allowed but regulated in accordance with The Brown Act. Or the line item can be left as is, since no matter what is written in the Bylaws, conference calls are still regulated by the Brown Act.

- C. Custom marketing materials – the RCVB office creates marketing materials for anyone to use as a way to expand Redding’s marketing reach and exposure. Staff is requesting a motion be made to allow some customization for individual business use with oversight from and at the discretion of the RCVB office. Once the motion is presented, discussion will involve the possibility of allowing customization and any limitations that should be followed.
- D. City of Redding Police Officer – Ed & Dave will present and then request a motion be made to approve the possibility of the RCVB funding a City of Redding Police Officer with TOT funds. Once the motion is presented, discussion will involve structure, limitations and options as they relate to the funding idea. A handout with details will be available at the meeting.

VIII. Discussion/Possible Direction to Staff:

IX. Suggested future agenda items

X. Adjournment

Next Quarterly Board Meeting will be held March 20, 2018; 10 a.m. to noon at the Redding Sheraton, located at 820 Sundial Bridge Drive. The schedule of meeting locations for the year can be found on [VisitRedding.com](http://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.