June 19, 2018
RTMG Board of Directors
MINUTES

The Redding Tourism & Marketing Group quarterly board meeting was held on June 19, 2017, at Oxford Inn & Suites located at 1967 Hilltop Drive, Redding, CA 96002. The meeting was called to order at 10:02 a.m. by Chairman David Grabeal with the following Board Members and guests present:

**Board Members:**
- David Grabeal, Hampton Inn & Suites – Chair
- Ed Rullman, Best Western Plus Hilltop – Past Chair
- Ryan Rydalch, Oxford Inn & Suites – Vice Chair
- Janelle Pierson, Bridgehouse B&B – Treasurer
- Greg Knoll, Hilton Garden Inn – Secretary
- Dave Creager, TownePlace Suites – Officer At Large
- Brandi Merkel, Holiday Inn – Officer At Large
- Alexis Asbe, Papa House – Director
- Alex Abhaykumar, Redding Travelodge – Director
- Joli Hayes, Red Lion Hotel – Director
- Lindsay Myers, Sheraton Redding Hotel – Property Attendee

**Redding Convention & Visitors Bureau**
- Laurie Baker, CEO
- Julie Finck, Marketing Coordinator
- Jennifer Fontana, Industry Relations & Group Coordinator
- T.J. Holmes, Communications Coordinator

**Attending Guests:**
*Erin Resner, Attendee*

I. **Meeting is Called to Order at 10:02 a.m. on June 19, 2018 by Chairman David Grabeal**

II. **Quorum is confirmed and roll call is established via sign-in sheet.**

III. **Introductions of meeting participants:**
- Introductions of the meeting participants, including new Red Lion Hotel representative Joli Hayes and attendee Erin Resner.

IV. **Approval of March 20, 2018 minutes:**
- Ed motions to approve minutes from March 20, 2018 meeting. Ryan Rydalch seconds.
- All in favor, zero opposed, zero abstained. Motion passes.

V. **Public Comment**
- No public comment.

VI. **General Business:**
   A. Updates on recent articles by Sunset, Via and San Francisco Chronicle
- Laurie presented the 25 recent earned media articles on Redding and the surrounding areas produced by the RCVB, which reached 94 million unique monthly visitors.

VII. Action Items for Board Vote
   A. Discussion and acceptance of last quarters Community Services Advisory Commission (CSAC) reports submitted by the RCVB
      - Ed motions to accept the last quarter's CSAC reports. Alexis seconds.
      **Discussion:**
      - David Graber comments about the tremendous efforts and results the RCVB puts out every month, stating it's hard to include everything they do into a packet.
      - Ed agrees the RCVB's reports are at a point where everyone understands it. The RCVB does a great job of telling the story of what we do. Ed wishes there was a way the RTMG Board could take it further and educate the community to promote the RCVB's work.
      - Laurie describes the RCVB's local quarterly newsletter that features the top 4-5 items the RCVB is doing for local contacts to see to spread the word about the RCVB's work.
      - Alexis reiterates what Ed said about promoting the work in the community to show the growth of tourism and it needs to have more of an impact.
      - Ed thinks it's important that many of the RTMG Board members make appearances and get involved in local projects to show our investment in the community.
      - Alexis asks to review the Mission Statement for the RCVB and make sure it is articulated through the community as "All-for-one and One-for-all." She requests to discuss it at the next Board meeting.
      - David Graber states the Board needs to stress what tourism does for the community and the economic impact it carries. The increase in TOT is an indicator of effort and success.
      - Ed says the job of the RTMG Board is to put heads in beds and that's the only viable measurement for the Board. But he thinks the Board needs to go deeper into it. He references a private meeting he had with attendee Erin Resner of her asking why there is nobody sitting on the Board other than the hoteliers? Ed thinks there is a place where associate members can give input and they can be from the Civic Auditorium or the California Soccer Park, etc. Tourism to them is just as important and it's time for the Board to look at the complexion and possibly create three associate members for support and knowledge, who can also help get information out to the public.
      - Erin states the RTMG Board needs to do a better job being in the public eye and promoting what we're doing with our marketing partners.
      - Dave Creager states that everyone was involved in another city he lived in - taxi drivers, attractions, restaurants, etc.
      - Lindsay says it can't just be hotels, the attractions have to keep people here too.
      - David Graber requests to add to the next Board meeting agenda: discussing the possibility of changing the bylaws to include associate members for guidance with the RCVB markets the city.
      - Alex inquires about international tourism.
Laurie responds with the RCVB is seeing an increase and the 5 percent of the budget for international is going a long way. She mentions cultivating a relationship with the largest Chinese tour operator who will visit for a FAM and put Redding tours on the map because of our dedicated focus to WeChat in China.

Alexis asks about adding a position at the RCVB for international tourism support.

Laurie says herself and Lisa May from the Shasta-Cascade Wonderland Association are building relationships overseas and it’s hard to add positions with budget restrictions. She says Shasta Cascade and North Coast combine for partnership to save money and both pitch all of Northern California and share leads for international tourism.

Alexis mentions how important it is for us to match what international tourists have on their radar and how we need to market them in the right way. She says Northern California is trending upward and we need to have things in the community that attract people.

Laurie mentions how Scandinavians love “Authentic America” and Redding has that. Italy loves our evergreen-lined lakes because they can’t find that, it’s too cold. India as well, but they say they are sometimes deterred because there isn’t a lot of public transit.

Joli inquires if there are tours that take people from the hotels to attractions such as the Lake Shasta Caverns.

Laurie says it would be great if we had that. We have ranger-led programs and guides that can take visitors out on an adventure. The RCVB is also planning on doing video itineraries for next fiscal year and 360-degree video for the Redding Cultural District.

Ed requests to put another agenda item for the next Board meeting about transportation and how we can institute tours.

Ed’s motion to accept the RCVB’s last quarter’s CSAC reports. Alexis seconds.

All in favor, none opposed, zero abstained. Reports are accepted by the RTMG Board of Directions.

B. Discussion and approval of the YTD Budget-To-Actual Financial Report

i. Items for Discussion:

1. Compliance Software: Purchase of yearly subscription of short-term rental monitoring software for City of Redding

Greg motions to approve YTD financials. Janelle seconds.

Discussion:

Laurie describes the yearly subscription of short term rentals monitoring software for the City of Redding, including how it can be delivered through a compliance company. She notes the turnaround on it is $200,000 for the City of Redding for the flat fee of $25,000.

Alexis thinks people don’t understand and the city doesn’t have anything in place to inspect what we expect so there’s no assurance.

Ryan asks about a penalty. Laurie answers with the city responds to take action.

David Grabeal reiterates that $25,000 pays for all three phases and if they don’t get the results then there is a six-month guarantee to return 100 percent of the original cost.
- Ed recommends the City of Redding attorney should look at it.
- Greg revises his motion to approve YTD financials with $25,371 for compliance software package to be reviewed by the City of Redding attorney. Janelle seconds.
  - All in favor, none opposed, zero abstained. Motion passes.

C. Discussion and approval of the 2018-19 Budget
   i. Items for Discussion
      1. New airline flight guarantee
         Discussion:
         - Laurie describes the 2018-19 budget and sponsorships. Money going to marketing is decreasing because of sponsorships. Laurie said she has been approached to be on a group to bring an airline to Redding from Los Angeles but can’t offer any more details on the subject. The group is asking for help with the guarantee, which will be beneficial to our local citizens and for tourism.
         - Alex asks if they’re daily flights. Laurie says she can’t divulge the details. The line item is for paying for empty seats if they can’t fill them so we can keep the flight.
         - Ed mentions airlines are frugal right now and tough to get them into a market like Redding.
         - David Grabeal says this is basically insurance to keep the airline here.
         - Joli asks how we will market it. Laurie responds with it being folded into the RCVB’s regular marketing plan.
         - Alex asks how many seats must be sold on each flight before money is pulled out of the guarantee. Laurie said the details have not been worked out yet.
         - David Grabeal references the opportunity the Los Angeles market would be for Redding.
         - Ed mentions if we get the airline then we as consumers need to use it and support it to fill the flights.
         - Alex says we can market it north to Klamath Falls, Oregon.
      2. Redd Sun Festival sponsorship options
         Discussion:
         - The Redding Civic Auditorium came to Laurie asking for $25,000 to be a sponsor. Laurie said if they share their marketing plan then she would be happy to follow it. She brought the opportunity to give $15,000 to the Board because that is what we give Kool April Nites, which is Redding’s largest event that generates TOT.
         - Janelle thinks we should give $15,000.
         - Ed agrees with Janelle. Ed states this could turn into something larger and this is an opportunity that we should give $15,000 as a good faith gesture. If they want $5,000 for a video, then the rest can be used for other types of marketing. Ed suggests the RCVB team set aside $15,000 specifically for marketing the Redd Sun Festival and that the Board approves the $15,000 for marketing.
3. Total marketing budget compared to last year

Discussion

- Laurie mentions when the marketing budget decreases it can create an impact.
- Dave Creager motions to accept the 2018-19 budget. Greg seconds. All in favor, none opposed, zero abstained. Motion passes.

D. Elections – The 2018/2019 Board of Directors have been elected by electronic ballots, nominations for the Executive Board have been submitted and paper ballots will be distributed to Board Directors present at the Board meeting for the purpose of choosing next year’s Executive Board.

- Paper ballots were distributed. The RCVB collected the ballots and tallied the final results.
- The new Board members are:
  - Board Chair – David Grabecal, Hampton Inn & Suites
  - Past Chair – Ed Rullman, Best Western Plus Hilltop
  - Vice Chair – Greg Knoell, Hilton Garden Inn
  - Secretary – Brandi Merkel, Holiday Inn
  - Treasurer – Lindsay Myers, Sheraton Redding
  - Officer at Large – Dave Creager, TownePlace Suites
  - Officer at Large – Ryan Rydalch, Oxford Suites
  - Officer at Large – Alexis Ashe, Papa House
  - Director – Janelle Pierson, Bridgehouse Bed & Breakfast
  - Director – Joli Hayes, Red Lion Hotel
  - Director – Alex Abhaykumar, Redding Travelodge
  - Director – Karen Evans, La Quinta Inn
  - Director – Sherry Fergusson, Comfort Inn
  - Director – Cassandra Hennings, Comfort Suites
  - Director – Ronda Culp, Redding’s Riverside Retreat
  - Director – Peter Patel, Best Western Plus Twin View
- David Grabecal wants to thank Jennifer for all her hard work on the election process.

VIII. Discussion/Possible Direction to Staff:

A. Marketing Plan is due July 1 – a copy will be sent by email to all Board members when it is submitted to the City of Redding.

- Laurie said she will try and get the report to the RTMG Board before it is sent to the city by July 1.
- Ed reiterates the importance of sharing the work we do so people in the community understand and see the value in our work. Ed says reading the marketing plan might be the most important thing that the Board does so we can educate others about it.
- David Grabecal mentions to be compliant with the Brown Act and to create discussion about creating more community awareness about tourism.

B. Annual Report is due Sept. 30 and will be presented at the Sept. 18 RTMG Board meeting.

IX. Future Agenda Items
• Alexis asks to review the Mission Statement and Vision for the RCVB and talk about how
  we communicate how we’re delivering them to the public.
• Ed requested to discuss transportation and how we can institute local tour companies.
• Ed discusses changing the bylaws to include associate members for input at meetings and
  guidance with how we market the city, but without voting rights.
• Alexis requests to discuss producing an internal education video for a trickle-down effect.

X. Adjournment
• Dave Creager motions to adjourn meeting. Alexis seconds.
  • All in favor, zero opposed, zero abstained. Motion passes. Meeting adjourned at 11:25
    a.m.

Next Quarterly Board Meeting will be held Sept. 18, 2018, at 10 a.m. at Red Lion Hotel, located at
1830 Hilltop Drive, 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.

Secretary Signature: Brandi Merkle - Holiday Inn
Date: 9/20/18