A Special Redding Tourism & Marketing Group Executive Board meeting was called to order at 10:01 a.m. by Chairman David Grabeal with the following Board Members and guests present:

**Board Members:**
- David Grabeal, Hampton Inn & Suites – Chair
- Greg Knoell, Hilton Garden Inn – Vice Chair
- Brandi Merkel, Holiday Inn – Secretary
- Lindsay Myers, Sheraton Redding – Treasurer
- Ryan Rydalch, Oxford Suites – Officer at Large
- Ed Rullman, Best Western Plus Hilltop – Past Chair

**Additional Attendees:**
- Steve Bade, City of Redding liaison

**Redding Convention & Visitors Bureau Staff (RCVB)**
- Laurie Baker, CEO

I. **Call to Order – David Grabeal, Chair of the RTMG at 10:01 a.m.**

II. **Attendance taken by sign-in sheet**

III. **Public Comment: No public comment**

IV. **Informational non-action items of discussion:**

A. **Airport Support:** A letter to be given to the Shasta Economic Development Commission (EDC) from the RCVB was shared with the Executive Board of Directors. The letter of intent shows that the RCVB is willing to integrate a marketing campaign for a new RDD-LAX route into the 2018/2019 tourism marketing plan. The letter will be part of the proposal packet being created by the EDC.

B. **The Executive Board discussed different ideas on how they can continue to be of assistance to the Redding community during the next phase of restoration from the Carr Fire.**

i. Laurie reviewed the RCVB public relations plan moving forward and had copies of the most recent press updates in the Board packets. The plan is
to work with government entities to see what assistance can be given to rebuild the tourism economy of a tourism-dependent community and to show all the tourism areas that were not affected through social media, video and media coverage. Advertising campaigns were halted for the time being but will be relaunched once the time is appropriate and after the PR plan is further along the pipeline.

ii. Ed spoke about rotary help – Need Camp has been a sixth-grade tradition for decades and is an important part of our youth’s education process. Rotary wants to help rebuild with a hands-on project or by another means not yet determined. Brandi shared that much of the campus is still intact, that only five cabins are in need of repair or rebuilding.

iii. Some trails are closed because bridges need to be repaired but Ed said the RCVB office has done a great job of staying positive and helping with accurate information. His message to the lodging properties is that we are not victims and the Redding lodging properties, as a group, can push out the right message. He suggested that everyone come up with ideas between now and next meeting even though it is possible that the focus for local citizens could be something else in the near future.

iv. Dave said the positive approach is the best and that it is important to our community that we as a group remain positive. The front desk staff of every lodging property can talk about Lassen, and all the other attractions that are open for exploration. Dave states that lodging training is critical at this stage of the crisis.

C. Discussion of any general difficulties that the lodging properties can address and solve as a way to be of service – cooperation efforts or plans.

i. First few days were tough – properties were in crisis mode – the focus now should be on how the properties help people feel less stress. Best Western Plus Hilltop added comfort food to their lobby – popcorn – which is new for them. They helped house displaced employees, and they tried to make it easy on people by lightening up on some general rules that go along with their normal mode of running a hotel. The general talk of the Executive Board was that they were very impressed and proud to be part of this community. It is now time to look long-term.

ii. Dave was thinking signs/banners or something of that sort could be posted at all the properties to thank those who were not thanked by the current signs that are being posted by local residents. Something to keep staff and guests alike positive. For example: Redding Residents were here for you – Redding Residents, We’re here for you – We are here for you – etc.

iii. Holiday Inn opened their ballroom to first responders and because of family contacts in Los Angeles, Brandi received shipments of air mattresses and cots. Brandi still has spots in her ballroom and she has air mattresses to give away for other properties. She asked that the Executive Board spread the word.

D. Discussion was had around the idea of local PR efforts to share with our community what the lodging properties are doing to support the community as well as any other positive stories. The question was asked of the Executive Board as to how the RTMG can support the RCVB office with this type of PR project?
i. Positive stories have been shared through various public relations efforts of the RCVB but the Executive Board wanted to find a way to share more stories locally through a larger variety of outlets than what has already been shared; i.e. The Record Searchlight, Joyful Living, and local TV.

ii. Lyndsey said T.J. Holmes of the RCVB did a great job monitoring the media coverage and correcting inaccurate information.

iii. Ed said the next PR phase will probably have to address messaging from people who want to place blame – we need to find a way to counteract the blame game.

E. Discussion went to informing the Executive Board that the City of Redding needs to find Transient Occupancy Tax (TOT) funding to pay for the current police and fire department positions that are no longer being funded by a special grant.

   i. Steve Bade let the Executive Board know that the City Council meeting for this subject has been delayed for either the September 4 or September 18 meeting. Should the City Council take staff recommendation, the TOT amount to be used for marketing the City of Redding will be adjusted and will go into effect July 1, 2019.

   ii. Lyndsey asked if this will have an end date – Dave said we could see if we can do the same as we did with the police support.

   iii. Ed said we will probably get federal funding for so many needs such as fire resources and building, which means the City’s decision could be a bit different than first proposed.

   iv. Steve Bade said the City is looking to see what the Federal Government will be able to do – things take time. Based on Southern California fire experience disaster recovery, the money could be delayed by a year.

V. Adjournment – adjourned at 10:44 a.m.

Next regularly scheduled RTMG Board Meeting will be held September 18, 2018 at 10:00 a.m. at Red Lion Hotel, located at 1830 Hilltop Dr., Redding, CA 96003.

The schedule of RTMG meeting locations for the year can be found on VisitRedding.com.

Secretary Signature

Brandi Merkel
Holiday Inn Hotel & Convention Center

Date 9/20/18