March 20, 2018  
RTMG Board of Directors  
MINUTES

The Redding Tourism & Marketing Group quarterly board meeting was held on March 20, 2018 at Sheraton Redding located at 820 Sundial Bridge, Redding, CA 96001. The meeting was called to order at 10:06 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 – Secretary
- Janelle Pierson, Bridgehouse B&B – Treasurer
- Dave Creager, TownePlace Suites – Officer At Large
- Brandi Merkel, Holiday Inn – Officer At Large
- Travis Bowen, Motel 6 Central – Officer At Large
- Alexis Asbe, Papa House – Officer At Large
- Alex Abhaykumar, Travelodge Redding – Director
- Sherry Ferguson, Comfort Inn – Director
- Karen Evans, La Quinta Inn & Suites – Director
- Lanina Baker, Red Lion Hotel – Director
- Ed Rullman, Best Western Plus Hilltop – Director

**Additional Attendees:**
- Steve Bade, City of Redding liaison
- Lindsay Myers, Sheraton Redding Hotel
- Antoinette Chidlaw, Motel 6 North
- Mitch Davies, Motel 6 South
- Peter Patel, Best Western Plus Twin View
- Bobby Patel, Baymont Inn
- Steve Jones, Baymont Inn

**Redding Convention & Visitors Bureau staff**
- Laurie Baker, CEO
- Julie Finck, Marketing Coordinator
- Sabrina Jurisich, Sports & Film Commissioner, Local Events Coordinator
- T.J. Holmes, Communications Coordinator
I. Meeting is called to order at 10:06 a.m. by Chairman David Grabeal.

II. Quorum is confirmed by David Grabeal and roll call is established via sign-in sheet.

III. Introductions of the meeting participants.

IV. Approval of December 19, 2017 minutes.
   - Janelle Pierson motions to approve the minutes for the December 19, 2017 meeting. Alexis Asbe seconds.
   - No discussion. All in favor, zero opposed, zero abstained. Motion passes.

V. Public Comment
   - No public comment.

VI. General Business:
   A. Laurie Baker presents the new Shasta-Cascade branding logo and gives an update for the Shasta-Cascade Wonderland Association (SCWA) Tourism Summit.
      - Dave Grabeal comments that it is a great event and networking opportunity and hopes to see everyone on the RTMG Board there.
   B. Laurie Baker talks about serving a one-year term on the Forward Redding Board of Directors for the Brand Redding Project.
   C. Laurie Baker informs the RTMG Board about a new event called The Never Forgotten Games, which is based on honoring fallen North State law enforcement officers with a CrossFit-type of an event.
      - Ed Rullman mentions the people putting this event together are also on the Board of Directors for Kool April Nites. The KAN Board talked about getting other events here like KAN. If the RTMG can get behind it and promote, the first or second year might not be what we want we want it to be, the third year and beyond can be successful and they need our support. Ed mentions wanting it to eventually be a three-day event.
   D. Laurie Baker shares the news that Redding will host the 56th National Caves Convention in fall of 2020. Matt Doyle of the Lake Shasta Caverns National Natural Landmark was able to secure the convention in Redding.
      - Sherry Ferguson asks what month the convention is in. Laurie will give her the date when it is announced. Ed Rullman suggests this is a three-to four-day convention, which is something Redding hasn’t had in a while.
   E. Laurie Baker presents the benefits of filming and economic impact the Shasta County Film Office brings in, including an episode of BBC’s “Top Gear.”
      - Sabrina Jurisch comments on the details of the process of bringing the production to the area.
   F. Laurie Baker gave a recap on the success of the Travel & Adventure Shows in San Diego, Los Angeles and the Bay Area, noting a record number of inquiries from the three shows.
G. Laurie Baker gave an update on the Mayor's Mountain Bike Challenge commercials that the RCVB chose to run on Super Bowl LII and the pregame show, as well as the Spring Break commercial.
   ▪ David Grabeal says the videos are highlights of fantastic work from the RCVB. He says Laurie Baker and her team work diligently and is amazed about the results that the RCVB is achieving for the City of Redding.
   ▪ Ed Rullman mentions that it's really important to remember not everyone sees the work that is done by the CVB and not everyone reads the reports to CSAC so it is important and that our Board is cohesive in the message we take back to the community, how we promote the area and what we do for the community. No one understands the complexity the RCVB team does and the same for SCWA. We should always tell friends and others about all the important work that the RCVB does and we need to help educate the people that are not in the know about what goes on in our organization. Ed informs that RCVB needs help in educating people that control our City and community as to what the RCVB does.
   ▪ Alexis Asbe asks to share the videos on social media and to have access to them to promote them. She says the RCVB team and SCWA did a great job.
   ▪ David Grabeal wants to make sure the RTMG is following the Brown Act regarding responding to emails individually and not as a Board, so we are not in violation. Laurie discusses details on the Brown Act for the Board to understand the importance of being compliant.

VII. Action Items for Board Vote:
   A. Discussion and approval of the YTD Budget-to-Actual Financial Report
      ▪ Ed Rullman moves to approve the YTD Budget-to-Actual Financial Report. Janelle Pierson seconds the motion.
      ▪ Laurie discusses the budget concerning local commitments and how the budget is constructed.
      ▪ All in favor, zero opposed, zero abstained. Motion passes.

VIII. Discussion/Possible Direction to Staff:
   A. Request to host March 2019 RTMG Board Meeting
      ▪ Brandi Merkel says Holiday Inn will host the March 19, 2019 RTMG Board Meeting.

IX. Suggested future agenda items
   ▪ None.

X. Adjournment
   ▪ Greg Knoell motions to adjourn the meeting.
   ▪ Ed Rullman seconds. All in favor, zero opposed, zero abstained. Motion passes.
   ▪ Meeting is adjourned at 10:55 a.m.
Next Quarterly Board Meeting will be held June 19, 2018, at 10 a.m. at Oxford Suites located at 1967 Hilltop Drive, Redding, CA, 96002. The schedule of meeting locations for the year can be found at VisitRedding.com.

Secretary Signature: [signature]  
Greg. Knoell - Hilton Garden Inn  
Date: 6/19/18