September 18, 2018
RTMG Board of Directors
MINUTES

The Redding Tourism & Marketing Group (RTMG) quarterly board meeting was held on Sept. 18, 2018, at Red Lion Hotel located at 1830 Hilltop Drive, Redding, CA 96002. The meeting was called to order at 10:04 a.m. by Past Chairman Ed Rullman with the following Board Members and guests present:

**Board Members:**
Ed Rullman, Best Western Plus Hilltop – Past Chair
Ryan Rydalch, Oxford Inn & Suites – Officer At Large
Janelle Pierson, Bridgehouse B&B – Director
Dave Creager, TownePlace Suites – Officer At Large
Alexis Asbe, Papa House – Officer At Large
Alex Abhaykumar, Redding Travelodge – Director
Joli Hayes, Red Lion Hotel – Director

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

**Attending Guests:**
Steve Bade, City of Redding Liaison
Larry Vaupel, City of Redding

I. Meeting is Called to Order at 10:04 a.m. on Sept. 18, 2018 by Past Chairman Ed Rullman

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

III. Introductions of meeting participants:
   - Introductions of the meeting participants, including Larry Vaupel from the City of Redding.

IV. Approval of June 19, 2018 quarterly Board of Directors Meeting minutes:
   - Ryan motions to approve minutes from June 19, 2018 meeting. Ed seconds.
   - All in favor, zero opposed, zero abstained. Motion passes.

V. Approval of Aug. 14, 2018 Executive Board Special Meeting minutes
   A. Only Executive Board Directors in attendance may vote
      - Ryan motions to approve minutes from Aug. 14, 2018 Executive Board Meeting minutes. Ed seconds.
      
      **Discussion:**
      - Ed summarized the meeting from the minutes
      - Laurie discussed the United Airlines Los Angeles flight that will begin in March.
• All in favor, zero opposed, zero abstained. Motion passes.

VI. Public Comment
• No 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
  • Laurie discussed the latest in the RCIP in regard to funding being close to complete.
    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
      • Laurie says an educational video might develop out of the RCIP project.
    ii. Monitor to see if the creation of our tour transportation develops from the RCUP to then determine how we can support or partner
      • Laurie said the transportation did come up during the RCIP Board discussion and she will monitor and report back to see how the ideas are working with the Forward Redding Board.
      • Ed agrees this is a topic the RTMG Board needs to monitor

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 Fun organizations. Funding adjustments will be for the 2019/2020 year and they will affect Permits, Planning, Recreation and RCVB.
  • Laurie discusses the plan for the city to find money from these four organizations to fund the existing Fire and Police Officer positions.
  • Larry Vaupel explains that funding from Permits will probably come from updating the fee structure from 2005 values to current values.

C. Tourism Summit update: new location and new format
  • Laurie talks about the Shasta-Cascade Wonderland Association Tourism Summit, which is set for April 3. The plan is to try a new format. Rather than doing a mixer the evening before the event, the event will be from 3 pm – 7 pm and it will be a combination mixer and with two or three tourism panel professions that will answer questions. The goal is to invite the general public to spread the word about tourism and how it is beneficial to communities. The venue will be Riverview Country Club.

D. Request for lodging properties to have Visit Redding link on their websites
  • Laurie requests for lodging properties to have outbound link to VisitRedding.com on their website because it has a wealth of information for visitors.

E. Provide talking points regarding tourism questions as they relate to the fires to assist lodging property staff and front desk
  • Laurie presents talking points related to the fires for in person and over the phone conversations for lodging property front desk staff.
  • Alex thinks it’s a great idea. Ed says it’s a good educational piece for the staff.
  • Joli suggests we create a passport for attractions with coupons to encourage people to visit the nearby attractions and present it at the SCWA Tourism Summit. Laurie suggests it will take a lot of collaboration and cooperation with attractions and
requests for a subcommittee to handle it. Ed said the committee should be comprised of RCVB Board members and SCWA partners. Joli volunteered to be part of it.

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
   • Laurie discusses the RCVB’s new process for distributing travel writer packets to front desk staff so they don’t get lost.

G. Update on the RCVB support of the Redd Sun Festival
   • Laurie gives an update on the Redd Sun Festival sponsorship. The two radio spots to be aired outside of Redding is revealed along with the Redd Sun Festival promotional video and billboards.

H. Staff will present progress in revising Mission & Vision Statement
   • Laurie presents sheet for revision to RCVB’s Mission & Vision Statement. She asks the RTMG Board to read it and send her suggestions by the next Board meeting to update the current Mission & Vision Statement.

I. Several new marketing videos will be shared
   • Laurie presents new marketing videos for leisure and meetings.

VIII. Action Items for Board Vote
   A. Banners that show lodging property support of the community: Staff received a discounted price of $35 per banner from McIhale 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 group 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.

Discussion:
   • Laurie presents the banners for supporting the Board’s decision to show ‘We’re here for you.’ Majority of the Board says banners are better than posters.
   • Janelle thinks the Board should wait until the RCIP decides what the branding will be to be consistent with the messaging.
   • Alexis motions to table the decision until the RCIP is further along in the process. Ed seconds. All in favor, none opposed, zero abstained. Motion passes.

   B. Discussion and acceptance of last quarter’s Community Services Advisory
      Commission reports submitted by RCVB
      • Janelle motions to accept last quarter’s CSAC reports submitted by the RCVB. Dave Creager seconds. All in favor, none opposed, zero abstained. Motion passes.

   C. Discussion and approval of the 2017-18 Year End Financial Report
      • Alexis motions to approve the 2017-18 Year End Financial Report. Dave seconds.

Discussion:
   • Alexis states she loves how detailed the financial report is and says Laurie did a great job with organizing it and being accurate.
   • All in favor, none opposed, zero abstained. Motion passes.
IX. Discussion/Possible Direction to Staff:
   - No direction to staff

X. Future Agenda Items
   - Larry will give a report from the short-term rental compliance software.
   - Revising the RCVB’s Vision & Mission Statement.
   - Ed requests a recap of the Redd Sun Festival.

XI. Adjournment
   - Alexis motions to adjourn meeting. Ryan seconds.
     - All in favor, zero opposed, zero abstained. Motion passes. Meeting adjourned at 11:27 a.m.

Next Quarterly Board Meeting will be held Dec. 18, 2018, at 10 a.m. at Best Western Plus Hilltop Inn, located at 2300 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 Merkel

Date: 12/20/18

Brandi Merkel – Holiday Inn