



Tuesday, Sept. 15, 2020
RTMG Board of Directors
MINUTES

The Redding Tourism & Marketing Group (RTMG) Board meeting was held on Sept. 15, 2020, online via Zoom. The meeting was called to order at 10:03 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
Greg Knoell, Hilton Garden Inn – Vice Chair
Ryan Rydalch, Oxford Suites – Secretary
Jay Patel, Thunderbird Lodge – Treasurer
Lacy Coleman, Fairfield Inn & Suites – Director
Rhonda Beckwith, Blessings House – Director

Redding Convention & Visitors Bureau

Laurie Baker, CEO
T.J. Holmes, Communications Coordinator
Sabrina Jurisich, Sports & Film Commissioner
Julie Finck, Marketing Coordinator
Sheila Dougherty, Industry Relations Coordinator

Attending Guests:

Lisa May, Shasta-Cascade Wonderland Association
Corporal Tim Renault, Redding Police Department

- I. Meeting was called to order by the Chair David Grabeal at 10:03 a.m.**
- II. Roll call is established verbally, and a quorum is confirmed.**
- III. Introductions of the meeting participants and guests.**
- IV. Approval of June 16, 2020 quarterly Board of Directors minutes**
 - Ed motions to approve the June 16, 2020 quarterly Board of Directors minutes. Greg seconds.
 - No discussion. All in favor, zero opposed, zero abstained. Motion passes.
- V. Public Comment**
 - No public comment.

VI. Presentations/General Business:

- A. Redding Police Department Corporal Tim Renault from the Neighborhood Police Unit (NPU)
 - Tim discussed his law enforcement background and how he came to be on the NPU in January. He updated the RTMG Board with statistics and successes of the NPU. He mentions COVID-19 delayed the construction of the armored car and wants to set up a viewing of it for the RMTG Board once it is completed. Tim also talked about how NPU can enforcing trespass violations if signs are posted. Signarama has the necessary signs on file for production.
- B. Draft revision of Redding Convention and Visitors Bureau 2019-20 Annual Report for City of Redding submission.
 - Laurie mentions this year's report was condensed in to mainly charts and graphs to get the same message across quickly without as much text.
 - David applauds Laurie and the team for the design and layout, saying the graphs make the results and the bottom line clear.

VII. Action Items for Board Vote

- A. Approval of the year-end budget-to-actual financial report.
 - Rhonda motions to approve the year-end budget-to-actual financial report. Ryan seconds.
 - Discussion:
 - Laurie explains how the budget is organized and formatted the way the city of Redding requested so the city can see what is approved during each quarterly board meeting.
 - All in favor, zero opposed, zero abstained. Motion passes.
- B. Approval of the amended 2020-21 Budget.
 - Ed motions to approve the amended 2020-21 Budget as presented. Rhonda seconds.
 - Discussion:
 - Laurie explains how spending during COVID-19 pandemic was paused to be better utilized for recovery efforts at a later date. David said the plan to rollover funds was fortuitous and it was the correct action.
 - All in favor, zero opposed, zero abstained. Motion passes.
- C. Acceptance of the previous CSAC reports.
 - Ed motions to accept the CSAC reports as submitted by the Redding CVB. Rhonda seconds.
 - Discussion:
 - David describes how Visit California anticipated a 50 percent reduction in tourism revenue and applauds the Redding CVB's efforts to pivot away from the projection to reduce that number and get revenue going in a positive direction.
 - Laurie explains the new contract with the city of Redding requires quarterly reports, but the Redding CVB is still providing monthly reports to the RTMG Board and they will be posted on the Visit Redding website. The next report due to the city of Redding will include work from July through September.
 - All in favor, zero opposed, zero abstained. Motion passes.

VIII. Future Agenda Items

- A. David suggests the December 2020 RTMG Board meeting will be conducted again online via Zoom due to the uncertainty the COVID-19 pandemic may bring.
- B. Ed recommends inviting the RTMG’s new city liaison to the next meeting.

IX. Special closed session to follow – Look for separate zoom link.

X. Adjournment

- Jay motions to adjourn the meeting. Rhonda seconds.
- All in favor, zero opposed, zero abstained. Motion passes. Meeting is adjourned at 10:48 a.m.

Next Quarterly Board Meeting will be held Dec. 15, 2020 from 10 a.m. to noon at Hilton Garden Inn, 5050 Bechelli Lane, Redding, CA 96002. If you wish to conference via telephone for any future meetings, please contact Sheila Dougherty at 530-225-4010 at least one week prior to the meeting. The schedule of meeting locations for the year can be found on VisitRedding.com at the bottom of the page where it says “Board of Director Information.”

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 1448 Pine Street, 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 Sheila Dougherty by phone at (530) 255-4010, or in person or by mail at 1448 Pine Street, 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.

Signature:  _____
Board Secretary – Ryan Rydalch

Date: 12.16.20

