RTMG Board of Directors
Special Meeting Minutes
Tuesday, April 14, 2026: 10:00 AM – 12:00 PM PDT
Sheraton Redding Hotel at the Sundial Bridge

Past agendas or minutes can be accessed at ChooseRedding.com or by request from the Redding Tourism and Marketing Group administrative office. Please call (530)378-5595 for an appointment.

1. **Meeting was called to order at 10:00 by Ed Rullman**

   a. **Confirm Quorum:** Verbal roll call – A quorum was confirmed.

Position	Lodging Property	Representative	Present Yes/No
Chair	Best Western Plus Hilltop	Ed Rullman	Yes
Past Chair	Hilton Garden Inn	Greg Knoell	Yes
Vice Chair	Oxford Suites	Ryan Rydalch	Yes
Director	TownePlace Suites	Rhonda Hanson	Yes
Director	Sheraton Redding	Lindsay Myers	Yes
Officer-at-Large	Thunderbird Lodge	Jay Patel	Yes
Director	Hampton Inn & Suites	Bonnie Larabee	Yes
Treasurer	Red Lion Hotel	Lanina Peters	Yes
Secretary	Home2 Suites	Lisa Wargo	Yes
Director	SureStay Plus Redding	Bobby Patel	No
Director	Best Western Plus Twin View	Peter Patel	Yes
Director	Americana Modern Hotel	Alex Patel	No
Director	Fairfield Inn & Suites	Hassan Fallah	Yes
Director	Holiday Inn	James Vereb	No

   b. **Introductions of Board Directors and Guests**

      i. **Guests:** Tessa Borquez (Alacrity Destination Services), Todd Jones (Redding Chamber of Commerce), Danny Orloff (Visit Redding), Brad Rullman (Best Western Hilltop)

2. **Presentations**

a. **Visit Redding Marketing Update:**
   - Danny provided an overview of the statistics of a recent social media post referred to as “Ready, Set, Go 2.0”, stating the post reached 1.7 million views across multiple cities/states. Viewers ranged geographically from Los Angeles, San Jose, Seattle, San Francisco, and Denver, alongside many other regions.
   - A marketing post for the Garden of Lights reached approximately 20,000 clicks with over 700,000 impressions. Captain Mohan, a social media influencer with 250,000 followers, posted about things to do while in Redding such as the salt caves, caverns, and wineries and her posts reached nearly 200,000 views.
   - Be Authentic is in the process of creating 360-degree footage so people can check out the spaces and ensure they can accommodate for their event.

3. **Public Comment for Non-agendized Items**
None

4. **Consent Calendar**

a. Approve March 17, 2026 Minutes

b. Approve YTD Budget-to-Actual through February 2026
   - Lindsay Myers motioned to approve the consent calendar including the March 17, 2026 meeting minutes and YTD Budget-to-Actual through February 2026.
   - Second: Rhonda Hanson
   - Discussion: Clarification on the budget organization. Consideration for looking into options for ensuring banners are secured for upcoming events.
   - Vote: All in favor, motion passes.

5. **Discussion & Informational Items**

a. **UpStateCA Tourism Summit:**
   - Jennifer spoke about the Tourism Summit coming up on April 29-30. Registration closes April 15, and there are currently 41 people registered. They would like to have anyone who hasn't responded to the invitation to be reached out to and see if others would like to sign up. It was also mentioned that the 2027 summit will be held in Butte county.

b. **Community IRONMAN Engagement Opportunities**

i. **Redding Chamber IRONMAN Meet & Greet:**
   - There is a meet and greet open to the public on April 14, 4-5 PM at Westside Tap & Cork.

- IRONMAN staff and our race director are in town finalizing the course. Individuals coming to practice the course have been mentioned multiple times on social media.
- Ed Rullman mentioned successful execution of the first IRONMAN in Redding is critical for establishing a long-term relationship with IRONMAN.

ii. Shasta EDC Hospitality Panel:

- The EDC is preparing a customer-service-focused panel discussion for local businesses ahead of the IRONMAN visitors' arrival on April 27, 5-7 PM in the IOOF Hall.
- It was also mentioned that Brad Rullman and Lindsay Myers will possibly be on this panel to answer questions and prep business for visitor/customer service expectations.

c. FY 2026-2027 Draft Budget – Preliminary Discussion

- Preliminary discussion of the FY 2026-2027 draft budget to provide initial board feedback and direction.
  - Staff noted budget remains preliminary pending final revenue projections.
  - Discussion included accessibility initiatives through Wheel the World.
  - Staff also discussed the proposed elimination of Dog Trekker and the booking engine due to low utilization and ROI, and potential cost-saving alternatives for CrowdRiff.
  - Discussion regarding reallocating marketing resources toward higher-performing programs.
  - Board consensus that the airport billboard should remain under consideration as it is active until January 2027.
  - Final budget approval expected in June.

6. Action Items for Board Vote

a. 2026-2027 Sponsorship Proposals

i. Consider approval of increased sponsorship allocations for the following events as part of the FY 2026-2027 budget:

1. Kool April Nites
   - Jennifer reviewed the sponsorship request from KAN seeking an increase in RTMG sponsorship support from $25K to $50K to expand event marketing efforts and increase overnight visitation.
   - Lindsay Myers motion to approve $50K sponsorship and requested the event performance and visitation data be provided to the Board following the event.
   - Second: Bonnie Larabee
   - Discussion: No discussion.
   - Vote: All in favor, motion passed.

2. Glowing Wild/Redding Garden of Lights
    - Rhonda Hanson motioned to approve a $50K sponsorship allocation for Glowing Wild and Garden of Lights.
    - Second: Greg Knoell
    - Discussion: The Board discussed the proposed increase in sponsorship support for Glowing Wild and Garden of Lights. Discussion included event economic impact, hotel occupancy benefits, regional visitor attraction, use of promotional collateral at lodging properties, and opportunities for increased community awareness. Staff was directed to explore a hotel lobby promotional materials program for future events and bring recommendations to a future meeting.
    - Jennifer reviewed the request to increase RTMG sponsorship support for Glowing Wild and Garden of Lights from $30K to $50K. Discussion focused on visitor impact, hotel occupancy benefits, event visibility, opportunities for promotional materials at lodging properties, and the proposed creation of a reusable custom lantern feature.
    - Vote: 7 in favor and 2 opposed, motion passed

b. **Redding Sports Commission**

i. Consider approving the following action items:

1. Establish the Redding Sports Commission as a sub-brand of Redding Tourism Marketing Group
2. Appoint Tim Bauer as Redding Sports Commissioner
3. Direct to staff to develop advisory board, branding, and initial outreach
    - Jennifer Johnston presented the proposal to establish the Redding Sports Commission as a program of RTMG to provide a dedicated sports tourism identity and strengthen efforts to attract premier sporting events.
    - Tim Bauer shared plans for the Commission, including development of a sports-focused website, event calendar, stakeholder advisory group, and outreach efforts. Discussion included anticipated impacts of IRONMAN, transportation logistics, visitor engagement opportunities, and branding costs.
    - Staff confirmed the Commission would remain a program and sub-brand of RTMG rather than a separate entity.
    - There was also mention of the AJGA turn-out. Ninety-nine percent of attendees had never been to Redding, demonstrating the event's tourism impact.

- Ryan Rydalch motioned to approve and establish the Redding Sports Commission as a program and sub-brand of RTMG, appoint Tim Bauer as Sports Commissioner, and direct staff to develop an advisory board, branding, and initial outreach efforts.
- Second: Lindsay Myers
- Discussion: No discussion.
- Vote: All in favor. Motion passed.

c. **Visit Redding as Unified Public Facing Brand**

i. Consider directions to:

1. Support Visit Redding as the unified public-facing destination brand, encompassing both leisure & group travel
2. Dissolve the Choose Redding brand to eliminate duplication and confusion across brands and platforms
3. Direct staff to move forward with implementation planning, including operational alignment, staffing collaboration, and cost efficiencies
    - The Board discussed a proposal to unify destination marketing efforts under the Visit Redding brand while maintaining RTMG as the governing TMBID organization.
    - Discussion focused on reducing public confusion between Visit Redding and Choose Redding, eliminating duplication of marketing efforts, improving collaboration between organizations, and realizing operational cost savings.
    - Staff estimated potential combined annual savings of approximately $130,000 through consolidation of marketing platforms, calendars, data services, and operational functions.
    - Additional discussion included preserving RTMG's authority over TMBID funds, maintaining partnerships with the City of Redding, and opportunities for greater collaboration between organizations.
    - Ed Rullman motioned to approve and move forward.
    - Bonnie Larabee motioned to discuss further.
    - Second: Hassan Fallah
    - Lisa Wargo motioned to:
        - Support Visit Redding as the unified public-facing destination brand encompassing both leisure and group travel.
        - Dissolve the Choose Redding brand to eliminate duplication and confusion across brands and platforms.

    - Direct staff to move forward with implementation planning, including operational alignment, staffing collaboration, and cost efficiencies.
  - Second: Jay Patel
  - Discussion: No discussion.
  - Vote: Motion passed with the majority in favor. Lanina Peters opposed.

d. **SCWA Funding Structure**

i. Consider direction regarding:

1. Continued RTMG $100,000 in financial support of SCWA
2. Potential transition from line-item support to contribution-based funding
3. Alignment with ongoing SCWA organizational restructuring efforts
   - Jennifer provided an update on ongoing restructuring discussions within SCWA. She explained that RTMG currently provides significant financial and staffing support to the organization and that a subcommittee has been established to evaluate a more sustainable and equitable operating model. Discussion focused on transitioning SCWA toward a contribution-based funding structure similar to other regional destination marketing organizations, with increased participation from partner counties and organizations.
   - Board members discussed RTMG's longstanding role as SCWA's primary financial contributor and expressed support for gradually reducing RTMG's financial commitment while encouraging broader regional investment. It was noted that additional funding could be considered in the future if needed and requested by SCWA.
   - Greg Knoell motioned to approve and provide $50,000 in financial support to SCWA as part of its ongoing restructuring efforts.
   - Second: Ryan Rydalch
   - Discussion: No discussion.
   - Vote: All in favor. Motion passed.

7. Suggestions for the May meeting agenda

- Comprehensive IRONMAN presentation and update.
- First formal report from the Redding Sports Commission.
- Election and approval of the FY 2026-2027 Board of Directors.

8. Adjourned at 12:12 by Ryan Rydalch.

The next RTMG Board meeting is scheduled for May 19, 2026, with location TBD.

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 with an appointment.

Brown Act: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting and at least 24 hours prior to a special meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Laurie Baker at (530) 515-8485 at least 48 hours prior to the meeting.

Notice to Public: You are welcome and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited, and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.

Participants 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.