



RTMG Board of Directors
Special Meeting Agenda
Tuesday, October 20, 2026, 10 AM - 12 PM
Best Western Plus Hilltop Inn | 2300 Hilltop Dr, Redding, CA

Past agendas or minutes can be accessed at ReddingTourismMarketingGroup.com or by request from the RTMG administrative office. Please call (530) 972-8882 for an appointment.

1. Call to Order

- a. Confirm Quorum
- b. Roll Call
- c. Introductions of Board Directors and Guests

Position	Lodging Property	Representative	Present
Chair	Best Western Plus Hilltop	Ed Rullman	
Past Chair	Hilton Garden Inn	Greg Knoell	
Vice Chair	Oxford Suites	Ryan Rydalch	
Secretary	TownePlace Suites	Rhonda Hanson	
Treasurer	Sheraton Redding	Lindsay Myers	
Officer-at-Large	Holiday Inn	James Vereb	
Officer-at-Large	SureStay Plus Redding	Bobby Patel	
Director	Americana Modern Hotel	Alex Patel	
Director	Best Western Plus Twin View	Peter Patel	
Director	Comfort Suites	Cassandra Hennings	

Position	Lodging Property	Representative	Present
Director	Fairfield Inn & Suites	Hassan Fallah	
Director	Hampton Inn & Suites	Bonnie Larabee	
Director	Home2 Suites	Lisa Wargo	
Director	MyPlace Hotel	Vacant (representative pending)	
Director	Red Lion Hotel	Lanina Peters	
Director	Travelodge	Alex Abhaykumar	

2. Presentations & Organizational Updates

- a. **Downtown Redding Steam Whistle Project:** Allen Knott, CEO, K2 Development Companies, will present the proposed Downtown Redding Steam Whistle attraction. Informational only.
- b. **Redding Sports Commission Update:** Tim Bauer, Redding Sports Commissioner, will provide updates regarding:
 - i. IRONMAN 70.3 Northern California, August 2026: preliminary results and race-week lodging data (full economic impact report to follow)
 - ii. IRONMAN 70.3, May 2027 planning
 - iii. Fly Fishers International FlyFest, September 2026
- c. **CEO Report:** Written report included in the board packet. Jennifer Johnston will answer questions.

3. Public Comment for Non-agendized Items

Any matter to be addressed to the Board of Directors can be presented at this time. If anyone from the public wants to share an idea or concern, three minutes will be allotted for each comment.

4. Consent Calendar

- a. Approve August 25, 2026 RTMG Special Board Meeting Minutes

5. Discussion & Informational Items

- a. **Lodging Partner Front Desk Resources:** Julie Finck, Marketing Director, will seek Board

feedback on the Redding Quick Guide (front desk training) binders and flat map. The Board may provide direction to staff.

b. **Forward-Looking Lodging Data:** Discuss whether market-level reservation and revenue forecasting data would add value beyond RTMG's current reporting. The Board may provide direction to staff.

6. Action Items for Board Vote

a. **Amended Bylaws:** Discuss and consider adopting amended bylaws to align with the RTMBID 2026-2035 Management District Plan and current RTMG operations and to correct errors and outdated references. Proposed effective date is October 20, 2026, with Article IV, Sections 2 and 3 effective with the term beginning July 1, 2027.

b. **Executive Committee:** Discuss and consider adopting a resolution establishing an Executive Committee of the Board, appointing its members and chair, and defining its authority, contingent on adoption of Item 6.a.

c. **RTMBID Annual Assessment Rate Adjustment:** Discuss and consider authorizing a 0.25% adjustment of the RTMBID assessment rate, from 2.0% to 2.25% of gross short-term sleeping room rental revenue, effective January 1, 2027, pursuant to City of Redding Resolution No. 2024-065, including authorizing the Chair to provide written notice to the City of Redding, publishing the notice on the RTMG website, and directing staff to notify all assessed lodging businesses, including short-term rental operators.

d. **Employee 401(k) Plan Employer Match:** Discuss and consider setting the employer matching contribution for the RTMG 401(k) plan, effective January 1, 2027, at up to 4% of eligible compensation for all participating employees.

e. **Financial Reports:** Danielle Gonzalez, CFO by Design, will present the FY 2025-26 year-end financial report and RTMG's most recent monthly financial report for FY 2026-27. Discuss and consider receiving and filing the reports.

f. **FY 2026-27 Budget:** Danielle Gonzalez, CFO by Design, will present. Discuss and consider adopting the proposed FY 2026-27 operating budget, including use of prior-year carryforward and board-designated reserve funds, and any reallocation between Management District Plan budget categories.

g. **The Abbi Agency Scope of Work:** Allegra Demerjian, The Abbi Agency, will present a proposed marketing audit, hotel partner survey, and integrated marketing strategy. Discuss and consider approving the scope of work in an amount not to exceed \$25,650 plus pre-approved travel expenses, and authorizing the CEO to execute the agreement.

7. Redding Civic Auditorium

Chair Ed Rullman will lead a discussion of potential interim approaches to operating the Redding Civic Auditorium for specific events until an operator is selected, and RTMG's potential role. The Board may provide direction to staff.

8. Suggestions for Future Agenda Items

9. Adjournment

The next RTMG Board Meeting is scheduled for January 19, 2027 at 10 AM. Location is 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 Julie Finck at (530) 972-8882 x3 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.