



Tuesday, Dec. 15, 2020
RTMG Board of Directors Special Meeting
MINUTES – Zoom Meeting

The Redding Tourism & Marketing Group (RTMG) Special Board meeting was held on Dec. 16, 2020, online via Zoom. The meeting was called to order at 10:02 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
Ryan Rydalch, Oxford Suites – Secretary
Jay Patel, Thunderbird Lodge – Treasurer
Peter Patel, Best Western Plus Twin View – Director
Joli Hayes, Red Lion Hotel – Director
Lindsay Myers, Sheraton Redding at the Sundial Bridge – Director
Rhonda Beckwith, Blessings House – Director

Redding Convention & Visitors Bureau

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

Attending Guests:

Kim Niemer, City of Redding Director of Community Services/City of Redding Liaison
Janelle Pierson, Bridgehouse B&B

- I. Meeting was called to order by the Chair David Grabeal at 10:02 a.m.**
- II. Roll call is established verbally and a quorum is confirmed.**
- III. Introductions of the meeting participants and guests occurred.**
- IV. Approval of September 15th, 2020 quarterly Board of Directors minutes**
 - Ryan motions to approve the Sept. 25, 2020 quarterly Board of Directors minutes. Jay seconds.
 - No discussion. All in favor, zero opposed, zero abstained. Motion passes.

V. Public Comment

- No public comment.

VI. Presentations/General Business:

- A. Brown Act Update: Can post on social media but can't respond. From what I understand even if it is not about business and is not discussing anything that pertains to future decisions, it is considered an unannounced meeting which violates the Brown Act.
 - Laurie informed the Board of the Brown Act regulations regarding social media from a meeting she attended on the Brown Act. She cautions Board members about commenting on social media posts with other Board members and it could still be considered a meeting if there is a quorum among commenters.
 - David thanked Laurie for the information and the Board should all take this into proper consideration going forward.
- B. RFP expected to be presented to City Council tonight
 - David said the RFP is expected to be presented to city council on Dec. 15 and changes can still be made by council.
 - Kim said the RFP has been reviewed by the CSAC Commissioners who made a few edits and it's now been revised to the full text version on the city website as part of the city council packet. She believes it has been pretty vetted at this point. The goal is for it to be posted Jan. 5 for distribution and it is due in February. She expects the city manager to request two city council members to sit on the review panel so they're dialed in solidly from the beginning.
- C. Review of California Hotel and Lodging Guidelines and Visit California messaging about essential, leisure, and out-of-state travel.
 - David presented information about the California Hotel and Lodging Guidelines for how it affects hotels inside and outside of a restricted zone and issues related to crossing state borders with California. He recommended the Board follow-up on the rules and work in compliance as best as possible.

VII. Action Items for Board Vote

- A. Approval of the amended 2020-21 budget-to-actual report.
 - Ryan motions to approve the amended 2020-21 budget-to-actual report as reported. Lindsay seconds.
 - Discussion:
 - David likes the format of the three-page document instead of the 11-page version.
 - Laurie highlights adjustments to the budget regarding groups, film, and conferences. The sections don't change or roll-up, it shows how the money has been spent in a different way but for the same purpose.
 - Laurie also says other destinations in California expect the market to be good in the summer. The Redding CVB put a halt on contracts last year when COVID hit so the team can have a louder voice to compete with the larger destinations and attractions that have a larger budget.
 - David mentions he likes the idea of saving money without the goal of attracting tourists when they're not supposed to be traveling so we can reinvest it when it can become more valuable.

- Vote: All in favor, zero opposed, zero abstained. Motion passes.
- B. Acceptance of the previous CSAC reports.
 - Jay motions to approve the previous CSAC reports. Ed seconds.
 - Discussion:
 - No discussion
 - Vote: All in favor, zero opposed, zero abstained. Motion passes.

VIII. Future Agenda Items

- A. Kim suggests Turtle Bay Exploration Park to report the results from the Redding Garden of Lights since the RTMG Board helped with the city contribution toward the attraction. Kim said she heard Turtle Bay reached the goal of 40,000 tickets sold last week. Laurie said the Redding CVB will present to them what the tourism team did at the next meeting.

IX. Adjournment

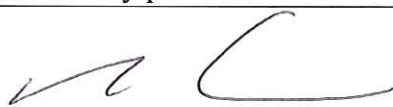
- Ed motions to adjourn the meeting. Ryan seconds.
 - All in favor, zero opposed, zero abstained. Motion passes. Meeting is adjourned at 10:26 a.m.

Next Quarterly Board Meeting will be held March 16, 2021 from 10 a.m. to noon at Hampton Inn & Suites at 2160 Larkspur 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: 03.16.21