RTMG Board of Directors

Special Meeting Agenda

Monday, November 16, 2026, 10 AM - 12 PM

Sheraton Redding Hotel at the Sundial Bridge | 820 Sundial Bridge Dr, Redding, CA

Past agendas or minutes can be accessed at ReddingTourismMarketingGroup.com or by request from the RTMG administrative office at admin@reddingtourism.com.

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		Vacant	
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	TownePlace Suites	Jeffrey Adkins*	
Director	Best Western Plus Twin View	Peter Patel	
Director	Comfort Suites	Cassandra Hennings	
Director	Fairfield Inn & Suites	Mario Shawl*	
Director	Hampton Inn & Suites	Bonnie Larabee	
Director	Home2 Suites	Lisa Wargo	
Director	MyPlace Hotel	Vacant	
Director	Red Lion Hotel	Lanina Peters	
Director	Travelodge	Alex Abhaykumar	

** Pending Board appointment under Item 1.d*

d. **Board Membership Changes**: Receive a report on Board vacancies resulting from the resignation of RTMG Board Secretary Rhonda Hanson (TownePlace Suites) and the departures of Hassan Fallah (Fairfield Inn & Suites) and Kaveh LaVeau (MyPlace Hotel), who are no longer employed by the lodging businesses they represented. Discuss and consider confirming the vacancies and appointing Jeffrey Adkins (TownePlace Suites) and Mario Shawl (Fairfield Inn & Suites) as Directors for the remainder of the FY 26/27 term.

2. Presentations & Organizational Updates

a. **Downtown Redding Steam Whistle**: K2 Development Companies will present the proposed Downtown Redding Steam Whistle attraction. No action will be taken at this meeting. The Board may provide direction to staff to bring a potential contribution back for consideration at the January 19, 2027 meeting.

b. **The Abbi Agency Scope of Work**: Allegra Demerjian, The Abbi Agency, will present a proposed marketing audit, hotel partner survey, and integrated marketing strategy, including estimated costs to implement the 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.

c. **Redding Sports Commission Update**: Tim Bauer, Sports Commissioner, will provide an update on Redding Sports Commission activities.

d. **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. **Action Items for Board Vote**

a. **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.

b. **Employee 401(k) Plan Employer Match**: Discuss and consider setting the employer matching contribution for the new RTMG 401(k) plan, effective January 1, 2027, at up to 4% of eligible compensation for all participating employees, an increase from the 3% match under the current SIMPLE IRA retirement plan.

c. **Amended and Restated Bylaws**: Discuss and consider adopting amended and restated bylaws of Redding Tourism Marketing Group, Inc. to align with the RTMBID 2026-2035 Management District Plan (MDP) and current RTMG operations, revise director qualifications and board composition requirements, and correct errors and outdated references, effective November 16, 2026. Directors currently serving would continue through June 30, 2027, even if they do not meet the revised qualifications. Any Board vacancy arising before then would be filled, if at all, under the revised provisions.

d. **Election of Secretary**: Accept nominations and consider electing a Director to fill the vacant office of Secretary for the remainder of the current term.

e. **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 5.c.

f. **Reserve Policy**: Discuss and consider adopting a written Reserve Policy for RTMBID assessment funds, including the reserve target, permitted and prohibited uses of reserves, and how reserves are held and reported, as directed by the Board on March 17, 2026.

g. **Financial Reports**: Annmari Cooper, CFO by Design, will present the FY 25/26

year-end financial report and RTMG's most recent monthly financial report for FY 26/27. Discuss and consider receiving and filing the reports.

h. **FY 26/27 Budget**: Discuss and consider adopting the proposed FY 26/27 operating budget, including use of prior-year carryforward and board-designated reserve funds, and any reallocation between Management District Plan budget categories.

6. 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.

7. Suggestions for Future Agenda Items

8. 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 public inspection at the RTMG administrative office or by request to admin@reddingtourism.com.

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 the RTMG administrative office at admin@reddingtourism.com or (530) 972-8882 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.