RTMG Board of Directors
Special Meeting Agenda
Tuesday, August 25, 2026, 10 AM - 12 PM
Holiday Inn | 1900 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	
Director	Fairfield Inn & Suites	Hassan Fallah	
Director	Hampton Inn & Suites	Bonnie Larabee	
Director	Home2 Suites	Lisa Wargo	
Director	MyPlace Hotel	Kaveh Laveau	
Director	Red Lion Hotel	Lanina Peters	
Director	Travelodge	Alex Abhaykumar	

* Executive Board (officer) positions are subject to Board ratification under Item 6.a of this agenda.

2. **Presentations & Organizational Updates**

    a. **"Glowing Wild" Event Recap** — Lindsay Myers, CEO, Turtle Bay Exploration Park

    b. **RTMG Website Update** — Julie Finck, Marketing Director: Status update on the RTMG organizational website build and public-facing content.

    c. **IRONMAN 70.3 Northern California Recap** — Tim Bauer, Redding Sports Commissioner

    d. **CEO Report** — Jennifer Johnston

        i. IRONMAN Race Week Lodging Performance Snapshot: Preliminary STR (occupancy, ADR, RevPAR) data for Redding-area lodging during race week through August 15, 2026.

        ii. AGT Financial Review — Status Update: The financial review is still in process.

        iii. CFO by Design Update: The CFO by Design assessment is underway. Interviews with staff and select board officers are complete.

        iv. Financial Reporting Status — No Report This Cycle: RTMG's standard financial report is not included in this month's packet. RTMG's books are currently being transitioned from Sage to QuickBooks as part of the CFO by Design onboarding. Regular financial reporting is expected to resume once the transition and bookkeeping handoff are complete.

        v. Tourism Director Transition: Update regarding the departure of RTMG's Tourism Director and transition of related Shasta Cascade Wonderland Association responsibilities.

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 June 16, 2026 RTMG Board Meeting Minutes

5. **Discussion & Informational Items**

    a. **FY 2026–2027 Budget Approval Timeline:** Discuss anticipated timing for FY 26–27 budget approval following completion of the accounting transition and year-end rollover, including the potential need for a special

Board meeting in September.

b. **2027 Board Meeting Schedule**: Discuss resuming RTMG's bylaws-specified quarterly regular Board meeting schedule (Bylaws Article IV, Section 4) for calendar year 2027.

c. **Executive Committee Structure and Meeting Cadence:** Discuss increased activation of the Executive Committee, including proposed scope and meeting frequency.

6. **Action Items for Board Vote**

a. **Ratification of FY 2026–2027 Executive Board:** Discuss and consider ratifying the slate of Officers (Chair, Vice Chair, Secretary, Treasurer, Officers-at-Large, Past Chair) for FY 2026–2027, pursuant to Bylaws Article V.

b. **Consolidation of Plumas Bank and Five Star Bank Funds into RTMG Money Market Account at Columbia Bank**: Discuss and consider approving the withdrawal of all funds — including matured CD proceeds and money market balances — from Plumas Bank (formerly Cornerstone Bank) and Five Star Bank, and deposit of those funds into RTMG's existing money market account at Columbia Bank (formerly Umpqua Bank). This action would consolidate RTMG's cash holdings at a single financial institution as an interim measure pending further recommendations from CFO by Design regarding RTMG's long-term banking structure. Beyond administrative simplification, this consolidation is a necessary first step toward establishing a complete, unified picture of RTMG's financial assets and toward implementing Section 2 of the Board's Reserve Policy (adopted March 17, 2026), which requires Reserve Fund balances to be held in a separate account, not commingled with other RTMG funds. Additionally, funds held in a money market account remain more liquid and accessible than funds held in a CD. This action would reconsider the Board's April 11, 2023 decision to diversify RTMG's holdings across multiple banks for FDIC protection.

c. Authorization for Implementation of CFO by Design Banking Recommendations: Discuss and consider authorizing the CEO to implement banking structure recommendations from CFO by Design — including account consolidation, diversification, establishment of the Reserve Fund's separate account per the March 17, 2026 Reserve Policy, or opening new accounts across financial institutions — within parameters to be defined by the Board, with the RTMG Treasurer responsible for reviewing resulting account changes and reporting the final structure to the Board for ratification at the next regular meeting.

7. **Suggestions for Future Agenda Items**

8. **Adjournment**

The next RTMG Board Meeting is scheduled for October 20, 2026.

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.