



RTMG Board of Directors
Special Meeting Minutes
Tuesday, December 20, 2022: 10:00am – 12:00pm PST
Located at
Sheraton Redding at the Sundial Bridge, 820 Sundial Bridge Dr., Redding, CA
Phone: 530-364-2800

Past agendas or minutes can be accessed at ChooseRedding.com or by request from the Redding Tourism and Marketing Group administrative office located at 1699 Hwy 273, Anderson, CA 96007. Phone: 530-378-5595

- I. Call to Order by Chair Ed Rullman at 10:16 am
- II. Confirm Quorum – verbal roll call
 - Quorum Met

| 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 |
| Secretary | Town Place Suites | Dave Creager | Yes |
| Treasurer | Sheraton Redding | Lindsay Myers | Yes |
| Officer-at-Large | Thunderbird Lodge | Jay Patel | Yes |
| Director | Holiday Inn | Joe Wowji | No |
| Director | Holiday Inn Express | Mohkam Bath | No |

| Guests | Organization |
|-----------------|---------------------------------|
| Danny Orloff | Visit Redding |
| Jennifer Zimmer | Visit Redding |
| Tessa Borquez | Alacrity Destination Services |
| Staff | |
| Laurie Baker | Redding Tourism Marketing Group |
| Julie Finck | Redding Tourism Marketing Group |

Introductions

- III. Public Comment for non-agendized items: Pursuant to the Brown Act, public comment is allowed during each public comment designated timeframe: one for non-designated items and one at the end of each agenda section for those items on the agenda. Brown Act guidelines prevent board members from making decisions on non-agendized items.
 - No public comment
- IV. Presentations/General Business:
 - Tourism data update from Datafy and STR
 - CEO gives update: TBID graphs, Visitor Age and Income. There has been a shift in demographics and income level. Marketing efforts need to get back to 2019 levels by getting back to an older demographic with a higher income level.
 - Lindsay – asks if we have a goal for when we hope to return to previous levels – Ideally, we’ll be there by 2025 but the office can research to see if there are any Industry standards to help set a reasonable timeline.
 - Flat Map Review – New version reflects the lodging survey results. The regional section added more attractions and the city section added more streets.
 - New Visitors Guide Review – Visit Redding is working on an experience guide planned for local distribute; therefore, Choose Redding is working on a version that can be distributed through certified rack in outside destination hotels, visitor centers, and transit centers. All sections send the reader back to the website: season section (pushing shoulder season activities), top sights for any season, state and national parks, waterfalls, and local lodging.
 - Visit Redding Advisory Committee Update by Lindsay Myers who deferred to Danny telling him to feel free to correct her. Jennifer is new and is the marketing administrator responsible for copy, SEO, marketing, and PR. Some press trips are planned during rodeo weekend, a new video is in process for a spring launch, and they have a few influencer partnerships. (Danny then reports) Asya travels has 116,000 followers, they received 2 million views on Redding content. She came in July and the Castle Crag post received 1,375 likes. Adventures of A + K came in April with their travel van, and they received 150K views on YouTube. A & K went to Jefferson Adventure Hub who was happy with the number of people who said they saw the

video with Adventure Hub in it. Visit Redding is planning two tradeshows, one with Visit CA and one with See Siskiyou. Visit Redding merchandise is sold at the airport and Enjoy Store. They are working on partnerships with Kool April Nites and the Rodeo.

- Groups Brochure is finished and small run was created quickly for Tessa to use at Seasonal Spectacular. A more comprehensive Planner Guide will be created later and it will include all properties with any size meeting room. Danny and Julie worked on this project together at the request of Alacrity (Tessa). The project from commitment to being in the hands of Tessa was two weeks.
- Redding Rocks – Ed discussed the recent theme used at the Best Western Conference. The RTMG board meetings review stats, branding, and budgets. The process over the past 1.5 years has been draining. We need to think a little more broadly. The Best Western conferences were pretty boring for a long time, they were not motivating. Best Western chose a theme that fit the city of Cleveland with their Hall of Fame, “Best Western Rocks.” We don’t discuss enough how we can build Redding to the point that it becomes fun and creates a community environment. Need to get back to having a fun community vibe like when we had the Jazz Festival. Ed would like to see this group reach out and do something like that. Janelle’s Redding Roots Revival is starting enthusiasm downtown. If we can create a motivating vibe, it would be wonderful. Sometimes we spend too much time worrying about little detail items. We need to find something Redding will really be known for – 4 major events a year like Kool April Nites. If we could replicate that, two or three times, lodging would really benefit. Ed challenges Choose Redding and Visit Redding to come up with something sooner rather than later.
- Doing another search for an additional employee. Laurie showed an organization flowchart created from the City/RCVB/RTMG meetings. Danny interjected that there should be a few reservations on this chart verses the email previously sent. Laurie said Danny could comment more during public comment portion of the meeting, but she responded stating that the email from Jake was shared with the whole board as added information to accompany the chart.

V. Public comment: Tessa – the capacity chart on the groups brochure was very valuable. She appreciates us getting it done quickly. She has a lot of feedback on Seasonal Spectacular which she will review with Visit Redding and Choose Redding. Other DMO’s were there with a larger presence than Redding. Laurie adds that The RTMG paid for tree decorations for the Sheraton Booth for planner gifts, and RTMG paid for a larger top major prize with a \$400 value that was donated by Alacrity and sponsored by Choose Redding and Visit Redding.

VI. Follow-up from previous meeting – the updated flow chart for how the two offices work together was shared. Lindsay asks if this is the same old chart? Laurie explains the minor updates to the original chart.

- Photo and video was changed due to feedback from Visit Redding thinking it is best if we don’t share the same video and photography. This chart is not necessarily a division of labor, but more as who takes the lead position in the collaboration efforts.

- Shared section: RTMG pays for data and CrowdRiff, but both have access.
- Visit Redding has a passion for art and culture and events, Choose Redding can take a support role for those and let Visit Redding take the lead role.
- Ad campaigns can be split geographically. Bobby joins in stating that he is still confused between Choose Redding and Visit Redding. They appear to be doing the same things according to what he sees on the website. He asks Tessa if there was confusion at Seasonal Spectacular. Tessa said no one was confused at seasonal Spectacular because the booth was under the Sheraton name and Choose Redding and Visit Redding were just resources.
- Lindsay – the subject as to whether we have two websites or not was never fully discusses openly. She requested that everyone's view be shared with the whole board but she feels her views were not supported or reported completely.
- Bobby asks the board if a separate meeting should be scheduled to discuss all of this further?
- Ed shared that the group tried to schedule a separate meeting but it couldn't be arranged. He feels too much time has been spent on this subject already. The city did us a big injustice. The hoteliers are not going to give up control of their RTMG money. We need to figure out how to make this work. He states he is disappointed in advisory board's comments. They came late after an agreement had been made.
- Bobby said his only reason to bring up the subject of two websites is that they look so similar. Maybe RTMG should focus on events and leave the rest to Visit Redding. Ed wants to put heads in beds.
- Lindsay agrees with all that has been said, we need to focus on bringing people to Redding. She wants us to slow down and make sure we are using the money in the best manner.
- Jay comments that before any decisions are made the board should look at the numbers. Occupancy has dropped since the change and TOT is up only because of rates, not occupancy. Downtown is not doing well. We had good progress but we have lost that due to the divide. We need to get back to what we were doing before and what worked.
- Ed states that a simple change that would make a difference is with government rates; Redding is very low.
- Bobby other cities get \$150 - \$200, but Redding hasn't changed for years.
- Laurie asked if this is something we could focus on through some advocacy work - all say yes.
- Lindsay brings the meeting back to the goal of this meeting, what needs to be accomplished today.
 - i. Laurie states the board must put to rest the issue on the agenda, will there be one website or two and if there are two websites then what name does RTMG use.
 - ii. Lindsay said she wished Jake was here. She feels Choose Redding focuses on being a booking engine.
 - iii. Laurie interjected that the booking engine is only a tool not a goal. The goal is to have people book direct. The RTMG team is not trying to create a booking engine, it is just a widget on the site for promotional reasons.
- Lindsay says there is low visitor traffic visitors to Choose Redding, it's not Laurie's fault, but it will cost so much money to bring it up. Danny feels the two brands are too similar, similar names causes competition for Google.

- Ed says the city threw tourism into a tizzy. Half of the people who wanted to do this had no expertise or the wrong expertise. There are so many jealousies because of money. City wanted money for the general fund from TOT, but this is our livelihood and our goal is to put heads in beds; that's where TOT money comes from. Ed doesn't want to discuss budgets and minutes for hours, he wants to talk about promoting Redding and generating excitement.
- Bobby interjects the idea that maybe Choose Redding brings events and Visit Redding does the marketing? Visit Redding originally did everything – Visit Redding has a budget and we have our budget to do things that get people here. Visit Redding should do brochures – Visit Redding does overall marketing.
- Ed agrees – the flow chart is a start but needs to be refined. Ed asks if it is okay to ask for a straw poll on one or two websites.

Poll

1. Lindsay – if we had to redo the whole thing and if city didn't explode it, she would want one, if had to rebuild from scratch she would have one.
2. Ed – if we become one entity then Visit Redding has the momentum.
3. Ryan – Stay Redding is not available to us, we can't give away everything. Still have to get down to lodging side of it.
4. Ed – asks, so you are saying RTMG needs a separate identity.
5. Ryan – we must keep an identity that we control.
6. Lindsay – we need to keep control over our funds, we collect them, but having one message would be a better way to get more room nights.
7. Bobby – one consumer facing site Visit Redding, with an event planning website that is separate leaving the promotion to Visit Redding.
8. Ed – direct to move to one site or two sites?
9. Laurie shared the point that the city owns Visit Redding and can give it to anyone at any time, and RTMG would have to start from scratch. Plus, for heads-in-beds Redding can't promote houseboating or camping. You need to keep control in case contract goes somewhere else. The city controls Visit Redding it's not yours.

Discussion moves away from the poll

- Ed shared his feeling that the City can't be trusted anymore. They backpedal a lot. Kim asked him "can we bring it under one roof again." Ed told her he wasn't sure you can, but we can't give up the ability to manage the money that is the lodging money and is not city money. Vote one or two?
- Jay asks what purpose will each site serve? That's what's confusing.
- Bobby asked Danny "what's the goal for Visit Redding?" Danny said heads-in-beds. The KPI's are TOT, length of stay, credit card spending in the city, and hotel occupancy. TOT is #1.
- Greg asked where the KPIs came from? Danny said the City of Redding.
- Bobby asked, "Would those change?" Danny answered that it is lifestyle focus vs hotel focus. Leisure can still promote houseboating because like him if people get sea-sick they may want to go stay in a hotel. Danny continues to state that Choose Redding is showing different brands, they use user generated content for the social media verses the website having a more professional feel with the photography. He states RTMG owns other URLs like Redding.Set.Go so they are not married to the City of Redding.
- Ed refers back to the organizational flow chat and asks what the point when talking about two organizations at the top of the flow chart, he says they could fall under one site. Ed says he is not sure how he wants to vote – RTMG + Chamber as two entities under one site could make sense. His largest concern is confusion. He suggested that in next meeting maybe it would be helpful to have a moderator to get everyone over the hump and through the process. Bob Warren maybe?

- Laurie: Bob's health is not the best.
- Ed: someone like him who knows how things developed. Bob said that it might be time to change how we do things. Need to change with the times. Moderator who would give ability to discuss.
- Lindsay: we need a direction that would help both teams.
- Laurie: Danny feels strongly about what he wants. We can't take events from him because he seems to have a passion for it. If we have only one website Danny won't have time to do it all.
- Danny said he is most passionate about what customer see. He states there is clearly a quality difference on photo, video, and graphic design. He said he doesn't want to seem controlling; he just wants to control what customers see.
- Ed: neither office should run the events, they put together the right people to get events started. Need to have passion to runs events.
- Danny: I'm not an event coordinator. He says we need one site where the hotels can show whatever you want on the stay page. They can promote that side of the site. Choose Redding can go after bigger fish for meetings.
 1. Ed: Good point going after the smaller fish which is the leisure market.
- Ryan suggested an solution is to kill Choose Redding, keep our entity but use a different name.
- Danny said there can still be a directory on Visit Redding site, but the lodging specifics would be on the RTMG site.
- Ed brought the meeting back to events and asked the question, how did Gilroy become the garlic capital? People know Gilroy, it would be nice to have that kind of recognition. So where do we go from here? Formal motion?
- Laurie said the team does need to know how to move forward, so yes a motion would be good.
- Lindsay states that she appreciates the healthy conversation.
- Bobby suggested a special January meeting to get to a final conclusion.

- Laurie reminded everyone that Jay would be out of the country, so it could be a committee meeting.
- Ed asked Ryan if he would be willing to head up the committee?
- Ed said he wanted to remove himself from the committee, we should have a 3-member committee.
- Greg asked if the committee could make the final decision?
- Laurie said yes if the board votes to allow it.
- Ryan asked if there was a way to make a motion to ask the Chamber to show what one site would look like.
- Bobby said “we just need to decide. We need to know what each site would be used for. Both sites are very similar right now. Money is being spent in two places doing the same thing. RTMG can do big events Visit Redding can do marketing.”
- Ed asked, if Ryan heads the committee who will be on it? The meeting in January does not need to be a board meeting. The goal is to give direction to our group. Jake needs to be a part of that committee.
- Lindsay asked if it would be possible to get a proposal on what one brand would look like and how funds would be spent.
- Bobby said the RTMG needs to decide where our money goes, we don’t give our money to Visit Redding.com, they already have their budget. Houseboats shouldn’t be there unless they are paying. Our budget goes toward events. Only way one site works if our money goes elsewhere, otherwise we need two sites but with different missions.
- Laurie asked for clarification, that the committee decides what RTMG should focus on and do. Once it is decided what RTMG does, then it can be decided how we do it.
- Ryan said, then Visit Redding would be our partner – Visit Redding submits proposals to us for money they want allotted to their projects; ask us for help with funding.
- ED & Lindsay: That makes sense.
- Lindsay motions that Ryan heads a committee that meets in January for RTMG to define where we want to focus our efforts.
- Lindsay withdraw her motion and makes a motion to have one consumer leisure brand, looking at what each organization should focus on at a separate January meeting.
- Ryan: seconds
 - Discussion: Ed wants to make sure Jake is a part of it. It is best to hear things firsthand rather than second hand because things get left out. The committee shouldn’t leave that meeting until a final direction is agreed upon.
 - Lindsay: Agreed
 - Ed: Everyone here is on the committee. Laurie: I thought you wanted a smaller committee, Ed and Lindsay state they want everyone invited.
 - Laurie says okay we will use the sign-in sheet for who should attend.

There was much discussion around the date, it was decided on January 19 at 10 am, location to be determined.

- Vote: All in favor, motion passes

VII. Action Items for Board Vote

- Approval of September 2022 quarterly RTMG Board of Directors minutes Dave moves to approve, Lindsay seconds.
No discussion. Vote: All in favor, motion passes
- Approval of the YTD Budget-to-Actual
Ryan motions, Greg seconds
No discussion. Vote: All in favor, motion passes
- Vote to keep the Choose Redding brand and website.
No motion because it was decided to have a committee meeting in January.
- Noble Studios Update, if negotiations go well a campaign with Noble Studios will be implemented and Sparkloft is being replaced with Hotel Beds because Sparkloft was not willing to do the same scope of work as last time. There was no motion, this was just informational.
- Bylaws Update – meeting dates, quorum, and other detail as proposed by attorney. Laurie explains the changes.
 - A majority of board members at a meeting is now a quorum instead of a set number of six. The Board will meet in January as opposed to December. If motion passes, the Secretary will sign the Bylaws and they will be in effect immediately.
Lindsay motions to accept the new bylaws, Dave seconds.
No discussion. Vote: all in favor, motion passes
- Replacing board directors for the remainder of the year
 - i. Holiday Inn has requested to resign with the option to be on the board next year if voted in – Joe can devote more time next year.
 - ii. Holiday Inn Express does not answer emails or phone calls so that position should be reassigned.
 - iii. Suggested replacements are the runner-up properties to the previous election. If approved, the CEO will contact them directly.
 - 1. Red Lion Hotel
 - 2. Hampton Inn & Suites
 - Greg Motions to accept new board directors, Dave seconds.
 - Discussion: Ryan – If they are not willing who is next in line? Add to motion that Janelle be next in line if either of them decline.
Vote: all in favor, motion passes
- Board Meeting locations for January 2024 – Ryan will take the Jan 2024 meeting
- Public Comment on item VII a. through g. Danny
Thank you for letting me be a part of this Ed thanks
for your input

VIII. Future Agenda Item suggestions

Ed: if anyone has anything for the next agenda email laurie a week in advance.

IX. Adjournment

- Lindsay motions to adjourn, Greg seconds.
Vote: All in favor, motion passes
Meeting ends at 12:06

Next Quarterly Board Meeting will be held April 11, 2023; 10:00 a.m. to 12:00 p.m. at Sheraton Redding Hotel at the Sundial Bridge, 820 Sundial Bridge Dr., Redding, CA 96001

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 appointment.

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 for that person to participate in the public meeting. A person needing assistance should contact Lisa May by phone at (530) 515-8485.

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: RTMG Secretary



Dave Creager, TownePlace Suit

