



**Tuesday, April 11th, 2023  
RTMG Board of Directors  
Special Meeting Minutes**

**RTMG Board of Directors**

<b>Position</b>	<b>Lodging Property</b>	<b>Representative</b>	<b>Present (Yes/No)</b>
Chair	Best Western Plus Hilltop	Ed Rullman	Yes
Vice Chair	Oxford Suites	Ryan Rydalch	Yes
Treasurer	Sheraton Redding	Lindsay Myers	Yes
Secretary	Dave Creager	TownePlace	Yes
Past Chair	Greg Knoell	Hilton Garden Inn	Yes
Officer At Large	Jay Patel	Thunderbird Lodge	No
Director	Bobby Patel	Red Lion Hotel	Yes
Director	Hampton Inn & Suites	Bonnie Larabee	Yes

**Redding Tourism Marketing Group Staff**

Laurie Baker, CEO

Lisa May, Tourism Director

Julie Finck, Marketing Director

**Attending Guests:**

Jake Mangas, RCVB Visit Redding

Brian Kenney, GM – Sheraton Hotel Redding at the Sundial Bridge

James & Pam Jacobs, Vacation Rental owners

Tessa Borquez, Alacrity

**Meeting was called to order by the Chair Ed Rullman at 10:00a.m.**

- I. Confirm Quorum – verbal roll call.**
- II. Introductions**

**III. Public Comment for non-agendized items:**

- I. No public Comment

**IV. Presentations/General Business:**

**I. Public comment on section IV**

- II. Partnership progress – Jake spoke with the board about progress on workflow for two organizations marketing with one website.
  - i. Laurie and Jake plan for RTMG to do marketing that is not in the city contract to minimize duplication in marketing campaigns. Each entity will measure KPIs on campaigns and occupancy results.
    1. Ed – The leisure market needs to be marketed with both RTMG and Visit Redding. Ed would like to see both entities collaborate on marketing since it is important to keep rates and occupancy up. Occupancy is significantly down in Redding. Ed asks Bobby how the committee meeting is going. Bobby said the first meeting was good. The Advisory Committee discussed Danny's presentation. A second meeting didn't take place due to mix-up in emails. Danny will maintain email addresses moving forward.
    2. Ed – moving away from Choose Redding to Visit Redding Ed would like to see the deadline move from December to September 2023. The goal is to be done by December and by having a goal in September this will allow transition time.
    3. Laurie – shared conversation she and Jake had regarding the websites.
      - a. Jake – Danny and Jennifer are meeting with DCI this week (PR Firm). Danny is continuing to work on VisitRedding.com with developers. Website highlights Jake shared from Danny – updating the lodging page with more features, website filters, and new photos.
    4. Ed – being in a rural area is different than being in a metro area. We need to remember who our audience is. Groups to Redding are coming for a specific purpose – nature, Kool April Nites – blue collar visitors interested in putting cars together and showing their cars off. It is diverse groups that might be a good fit for Redding. Laurie agrees with diversity, it is sports, meetings, events and bus tours.

**III. Public Comment/discussion with the board for section IV closed**

**V. Follow-up from previous meetings**

- I. **Public comment on section V:** guests were given some background and allowed to comment.
  - i. Laurie gives an update on the progress of ChooseRedding.com with a focus on all the info needed for groups. Julie shows the updates on the website. Laurie shares the brainstorming process the RTMG team is

going through to make sure the information on the site is inclusive of information group and meeting planners need.

- ii. Lindsay – asks for clarification on what will show on the Visit Redding site versus the Choose Redding site. Laurie explains Visit Redding is more for leisure visitors. Choose Redding is more sales oriented for groups and meetings. Julie states that Visit Redding can add a link to their site that clicks over to Choose Redding for events and groups. Ed asks if it makes sense to put a heading Groups/Meetings. Julie explains what she is showing is just a prototype type at this stage and Groups/Meeting is doable.

1. Public comment around what is the best group size for Redding. Laurie states about 25 would be considered a group but the team will look for large and small groups.
2. James - will the rental homes be marketed? Laurie says, yes, vacation rentals will be included in the lodging section.
3. Ed states the civic is used 5 days a week so we don't have the civic space to market to big groups. Ed states we have a lot of properties that can accommodate 10-60 people in a group. Ed asked if we have plans for smaller groups.
  - a. Julie – shares the plan for robust filters for various venues that can accommodate small and large groups.
4. Ed asks Julie for a timeline for the site. Julie states she will start making phone calls within the next four weeks to build the database. Julie will make a worksheet of questions to be completed and then she will follow up with calls. Laurie – phone calls will probably be with the area attractions, catering, restaurants since the lodging properties are familiar with RTMG.
5. Ed – some vacation homes slip in under the radar. The rental homes that pay TOT/TBID will be included.
6. Jake comments on the presentation Laurie and Julie did as an example of the collaboration that is taking place. Jake talked to the city and Kim wants only one website. Danny and Jennifer are okay to have a link out to another site landing page for groups and meetings. The goal is for us to make progress on Chooseredding.com going away.

## II. Public Comment on section V closed

- i. Ed adds RTMG bought a number of different URLs that we can make sure point to Visit Redding.
- ii. Lindsay shares that she attended Outlook Forum and it was nice to see the two teams collaborate. Lindsay adds to the importance of what Ed stated earlier about one website and the leisure market being done right now; more people are working on leisure marketing is important.

1. Bobby – we can't switch back and forth from group & meetings to leisure. If RTMG is going back to leisure then ChooseRedding.com needs to stay. If we need more leisure then Visit Redding needs to do a better job.
2. Laurie clarifies that what she is hearing from the board is that RTMG will focusing on groups/meetings and supporting leisure too.
3. Bobby – if we eliminate ChooseRedding.com after December how will groups/meetings info get out to people.
4. Ed – RTMG should market as RTMG.
5. Lindsay – usually other destinations use Visit(destination)/meetings.
6. Ed asks again for a timeline on the website. Julie states optimistically it would be a few months. She can't be specific about the timeline since she hasn't done a project of this scale and has other responsibilities. Ed states he wants a soft goal of 3-months which is the June meeting, and a hard goal of site completed by the September board meeting. Julie agrees she will work very hard to meet the deadline.
7. Bobby asks if the board can have a prototype by June.
8. Ed asks if the Visit Redding platform with the city will be able to handle the new website format.

## **VI. Action Items for Board Vote**

- I. **Public comment on planned discussion under section VI**
  - i. No public comment
- II. **Approval of December 2022 quarterly RTMG Board of Directors minutes**
  - i. Laurie states once the board meeting minutes are approved, they go on the RTMG website. Lindsay motions approval of the minutes as written, Greg seconds. No discussion.
  - ii. Vote: All in favor. No opposed. Motion passes.
- III. **Approval of the January 2023 special meeting minutes**
  - i. Greg motions approval of the special minutes as written, Lindsay seconds. No discussion.
  - ii. Vote: All in favor. No opposed. Motion passes.
- IV. **Approval of the YTD Budget-to-Actual**  
Laurie explains the budget looks a bit different due to the format coming from the bookkeeper's system. Greg motions approval of the YTD Budget-to-Actual, Dave seconds. No discussion.
  - i. Vote: All in favor. No opposed. Motion passes.
- V. **Visit Redding requested the Willows billboard contract, but has sense decided they don't want it. The CEO is looking for board discussion and a decision to resign the contract or discontinue use of that billboard.**

- i. Ed asks for the price on the billboard and what is on the board now. Julie shows a visual. There is discussion around examples of other billboards. The Willows board is lit up at night.
  - ii. Lindsay states the billboard is in a good location and good for leisure. She would like to find a way to keep it and asks Jake about the decision made by Visit Redding.
    1. Jake states there was another billboard that became available that Danny chose to secure rather than the Willows billboard. There is a Visit Redding billboard with Mt. Shasta in the background by the casino billboard.
  - iii. Ed likes that the Willows billboard is 75-miles from Redding to give people more time to decide to stay but there is no data to support how long it takes the average person to decide where to stop when driving. Ed suggests the billboard may be beneficial to Turtle Bay or Waterworks Park but the Willows billboard is not worth keeping for \$30k.
  - iv. Bobby motions to let the Willows billboard expire, Dave seconds.
  - v. Discussion – Laurie states RTMG has the money to pay for the billboard if the board wants to keep it.
  - vi. Chair asks for a vote.
    1. Vote: Four board directors in favor. Two apposed. Motion passes to allow the Willows billboard contract to expire.
- VI. CEO suggests RTMG hold on to the Sacramento Airport advertising with meeting messaging to target the Sacramento business community who fly in and out of that airport.
- i. Laurie explains the advertising on a big wall in terminal A and the package comes with ads on all baggage claims in terminal A and B. Laurie suggests the airport messaging would target all the business travelers to bring their meetings to Redding.
  - ii. Lindsay motions to keep Sac Airport advertising, Dave seconds.
  - iii. Discussion: Ed- suggests we focus on things to see and do in Redding. Julie shows the working file of the content for the airport. There is discussion on artwork not changing until the group/meetings is figured out.
    1. Vote: All in Favor. None apposed. Motion passes.
- VII. VisitRedding.org currently redirects to VisitRedding.com. Jake is fine with keeping that arrangement as is or they will take ownership before the renewal at the end of April. Looking for board approval to either pass the domain to Visit Redding or keep ownership with the current forwarding to VisitRedding.com.
- i. Laurie explains she and Jake had a discussion regarding VisitRedding.org. Greg motions we keep it and all other URLs we purchase in the future. Bobby Seconds. Discussion: – Ed it is best for RTMG to retain the URLs in case the Visit Redding side of things with the city changes. RTMG will have the URLs.
    1. Vote: All in favor. No opposed. Motion to keep the URL with RTMG passes.

- VIII. The City of Redding agreed both RCVB and RTMG can use the old tourism content. Visit Redding has since taken the older videos down from the Visit Redding YouTube channel. Jake has given his approval to repurpose the videos as long as they do not have the Visit Redding logo. Looking for board approval for anything not repurposed for RTMG, to be repurposed for SCWA.
- i. Lindsay motions when appropriate RTMG and SC can use old content to market the area without the Visit Redding logo. Greg seconds. Discussion – Jake states there is supposed to be a depository for businesses in the community to use the content. The City of Redding will house the old content. Ed asks if RTMG can use any of the new Visit Redding content. Ed asks for amendment to the motion, if new content can't be used for what RTMG wants to market then the old content can be used. Lindsay amends her motion to allow use of the old content for RTMG or SCWA, but RTMG should use the new content whenever possible.
    1. VOTE: All in favor. No opposed. Motion to allow old content to be used when appropriate as long as the Visit Redding branding is removed passes.
- IX. CEO suggests RTMG diversify holdings into several local banks rather than just one. Looking for board approval to diversify into two additional local banks.
- i. Ed asks where money currently is. Laurie states Umpqua. Lindsay motions to diversify with two additional local banks. Dave seconds. Discussion: Ed asks which banks are being considered. Laurie answers the bookkeeper is gathering information from Cornerstone, Five Star Bank, and Golden Valley Bank. Ed states Laurie needs to establish a relationship with whichever banks are used.
    1. Vote: All in favor. No opposed. Motion to diversity into three banks with the two new banks being local banks passes.
- X. CEO is suggesting a Board Retreat in June to work out a new budget and specific marketing ideas, and to have the retreat outside Redding with a moderator. RTMG budget can accommodate paying for the retreat.
- i. Laurie explains the goal of a retreat is for the board to have time together and expand ideas for future marketing strategies. Lindsay makes motion to discuss a retreat with a moderator, Bobby seconds the motion. Discussion: There is discussion around everyone being busy and possibly a lack of availability. Lindsay suggests not an overnight retreat but possibly a one-day retreat of 8-hours with lunch. Ed doesn't think we are ready for a retreat. He would like to see where we are in June with the timeframe of the website and we can possibly discuss a retreat in the future. Suggestion of a 10am-2pm meeting in June rather than just 2-hours. Lindsay adjusts the motion to make the June meeting 4-hours with food. Bobby seconds. Laurie asks Ryan if a tour of the remodel can be given since the meeting will be at Oxford Suites. Ryan offers anyone to come by anytime to see the remodel,

but in particular May 11<sup>th</sup> is an event at Oxford Suites. June 20<sup>th</sup> will be the 4-hour board meeting at Oxford Suites.

1. Vote: All in favor. No opposed. Motion passes to have a four-hour meeting with a moderator and food at the June board meeting.

XI. If groups and events is the main focus for the RTMG, then the Board of Directors might want to discuss the idea of purchasing transportation for those events. Discussion should focus on the liability verses the benefit.

- i. Laurie shares a need for transportation for small groups. Bobby makes motion to discuss. Lindsay seconds. Discussion: Ed states transportation is a broad issue that should go to the city. RTMG should create a proposal to the city to see if the city wants to add additional transportation. Ed shares Auburn has open air tram transportation. Mt. Lassen Transport used to offer transportation for groups but their buses are old and not working well. Lindsay states it is important for the meetings and events/groups market. Discussion about transportation in other destinations continues and how the routes might look to cover hotels and area attractions.
- ii. Ed states past shuttle companies that have tried to make a shuttle service work. Greg states his maintenance staff is licensed to drive the Hilton shuttle.
- iii. Motion is tabled until the June meeting.
- iv. Lindsay says we are not ready to give a proposal to the city. Lindsay motions for staff to research and come prepared with more information about transportation solutions at the next meeting.

1. Vote: All in favor. No opposed. Motion passes for solutions to be presented in June.

**VII. Future Agenda Item suggestions**

- I. Bobby – maybe we have more banners downtown and on Hilltop advertising what events are going on.
- II. Ed – how can the banners pop more visually.
- III. Research events to invite to Redding.

**VIII. Adjournment 11:56am**

Secretary Signature: \_\_\_\_\_

  
Dave Creager

Next Quarterly Board Meeting is planned for June 20, 2023; 10:00 a.m. to 12:00 p.m. at Oxford Suites, 1967 Hilltop Dr, Redding, CA

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.