



RTMG Board of Directors
Meeting Minutes
Tuesday, January 16, 2024
Located at Red Lion Hotel
1830 Hilltop Drive, Redding, CA 96002

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

Meeting was called to order by the Board Chair Ed Rullman at 10:02 a.m.

I. Confirm Quorum – verbal roll call – Quorum confirmed.

- a. Guests: Danny Orloff, Tessa Borquez,
- b. Staff: Laurie Baker, Julie Finck, Lisa May, Tim Bauer

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	No
Director	Hampton Inn & Suites	Bonnie Larabee	Yes
Director	Red Lion Hotel	Lanina Peters	Yes
Director	Home2Suites	Lisa Wargo	Yes
Director	Sure Stay	Bobby Patel	Yes
Director	Best Western Plus Twin View	Peter Patel	No
Director	American Modern Hotel	Alex Patel	Yes
Director	Redding Travel Lodge	Alex Abhaykumar	No
Director	Holiday Inn Express	Mohkam Bath	No
Director	Fairfield Inn & Suites	Lacy Coleman	No
Director	La Quinta	New Manager	No

- I. **Call to Order by Chair Ed Rullman**
- II. **Confirm Quorum – verbal roll call**
- III. **Introductions**
- IV. **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 for each agenda section. Brown Act guidelines prevent board members from making decisions on non-agendized items and prevents any discussion on any matter that is not on the agenda.
 - a. **No Public Comment**
- V. **Presentations/General Business:**
 - a. **Public comment on planned discussion under section V**
 - b. Presentation by Civitas on the RTMBID renewal: Once the RTMG board and City of Redding approve the Management District Plan (MDP) then the petition drive will begin. The hearing process cannot begin until there is a 50% approval rate from the weighted list of contributing properties. This is a three-step process with City Council. The only change to the MDP is to offer .25% incremental increases over the next 10 years with a cap of 3% total if the board chooses to do increases in the future. They are not mandatory increases and the TMBID can be cancelled any time during the 10 years if more than 50% of the weighted votes request it.
 - c. Presentation on new planning event calendar found on the forward-facing event calendar page. The planning calendar is meant to help organizations look ahead to see what other events are being held during the time they plan to hold their event. Julie finds the events through several sources, so far no one is using it on their own.
 - d. Presentation on planned group marketing activity
 - Group/Youth Tour Campaign – print & digital: \$13,590
 - Granzella's & airport for local events: \$6,800
 - Meetings & Events – print & digital: \$11,650
 - Certified folder for brochure distribution: \$2,813 – distributed 15,000 trails guides and ready to print another 15,000
 - Dog Trekker for Dog Friendly Events & Meetings: \$9,500
 - Weekend Sherpa: \$50,000 much discussion around the price, the board asked for more information on the newsletter readership
 - Sponsorships so far: Mud Run for Tiktok ads, Diamonds show for Sacramento advertising, Bagpipe competition for a judge, two fishing tournaments, Lemurian Classic for larger purse to bring more visitors, Comic Con for raffle prizes and extra gifts for talent, WesCamp
 - Current and possible future Tradeshows: Go West, IPW for now and IMEX in the future – all with pre-arranged appointments.

- e. Hiring Shaw Law Group to update the 2024 handbook
 - Board gave approval for a maximum cost of \$6,000

VI. Consent Calendar: All consent calendar items can be voted on at once as a slate, or a board member can ask that an/or multiple items be set aside for separate discussion.

- a. Financials: YTD budget-to-actual
- b. Minutes: October 2023
 - Lindsay motions to approve consent calendar. Greg seconds.
 - No discussion. All in favor. None opposed.

VII. Action Items for Board Vote

- a. **Public comment on planned discussion under section VI**
 - No public comment
- b. Colt 45s sponsorship – Ed said they have been around 100 years and want to do something special this year. Laurie asked if they have an amount in mind. Ed said \$5,000. Laurie asked for a motion to start the discussion. Greg motions to donate \$5,000, Dave Creager Seconds.
 - Discussion: Ed said he will make sure Choose Redding Lodging gets a banner in the outfield. The money can be used for marketing. Bobby would like to add a link to their website.
 - Vote: All in favor. Aye. None opposed. Motion carries
- c. Sundial Bridge 20-year anniversary sponsorship – Ryan motions to discuss. Greg seconds.
 - Discussion: McConnell Foundation committed to paying for Bandaloop for about \$90,000. There will be four showings, and the McConnell Foundation will be doing the Fireworks on July 4th as well. RTMG gave \$25,000 to Celebrate 10, so the ask is the same for Celebrate 20. This is a free event and Visit Redding and Turtle Bay will help to market it. Ed would like to see this event bring outside people. Ryan said last time it was more community based, hopefully the reach can broaden this year. Bobby asked if the sponsorship will go toward marketing. Lindsay said they could add in some marketing, but it needs to go toward costs like security, lodging, lighting, staging, and staffing. They were specific in their lodging requests in the contract. The McConnell House might be used for Santiago Calatrava if he accepts the invitation to attend. They have 18 performers. There was discussion about making street light banners for the 4th of July celebration and mix in a few Celebrate 20 banners. Ed suggested that maybe part of the \$25,000 could go toward banners. Lisa Wargo mentioned that it isn't right to pay for lodging with this money when properties are willing to donate rooms. Lanina asked what the overall budget is for this event. Lindsay said the \$25,000 is about 1/3 of what they need to raise.

- Vote: Verbal count. Greg – Aye, Lisa – Opposed, Bobby – Opposed,

Dave – In favor, Lindsay – In favor, Ed – Aye, Lanina – Opposed,
Bonnie – In Favor, Ryan – In Favor.
Motion passes.

VIII. Follow-up from previous meeting

Working with Tessa at Alacrity to create a front desk training program
Tessa will do the training herself and our team will help with creating what
should be said.

IX. Suggestions for the March meeting agenda

1. Maybe not next meeting, but an update on progress toward Hilltop Tree lights would be good.
2. Report on sponsorships and why they were given a sponsorship
3. Report from Kool April Nites

X. Adjournment

Bobby motions to adjourn. Lindsay seconds. All in favor, motion passes.

Next Quarterly Board Meeting is planned for June 18, 2024 at Red Lion Hotel, 1830 Hilltop Drive, Redding, CA 96002

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.

Board Signature



