RTMG Board of Directors
Meeting Minutes
Tuesday, June 17, 2025: 10:00am – 12:00pm PST
Best Western Plus Hilltop Inn, 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. Call for an appointment. Phone: 530-378-5595

I. **Call to Order:** Ed calls to order at 10:02, Laurie confirms quorum

Position	Lodging Property	Representative	Present (Yes/No)
Chair	Best Western Plus Hilltop	Ed Rullman	Y
Past Chair	Hilton Garden Inn	Greg Knoell	Y
Vice Chair	Oxford Suites	Ryan Rydalch	Y
Secretary	Town Place Suites	Dave Creager	Y
Treasurer	Sheraton Redding	Lindsay Myers	Y
Officer-at-Large	Thunderbird Lodge	Jay Patel	Y
Director	Hampton Inn & Suites	Bonnie Larabee	Y
Director	Red Lion Hotel	Lanina Peters	Y
Director	Home2Suites	Lisa Wargo	Y
Director	Sure Stay Plus Redding	Bobby Patel	N
Director	Best Western Plus Twin View	Peter Patel	Y
Director	American Modern Hotel	Alex Patel	N
Director	Marina RV Park	Colleen Palmer	N
Director	Holiday Inn & Convention Center	James Vereb	Y

IV. **Introductions of Board Directors and Guests**
Guests: Todd Jones, Redding Chamber; Danny Orloff, Visit Redding; Tessa Borquez, Alacrity Destination Services; Bradley Rullman, Best Western Plus Hilltop

V. **Public Comment for Non-agendized Items:** No Public Comment

VI. **Presentations**
a. No presentations at this meeting.

VII. **Action Items for Board Vote**
a. **Minutes from the March meeting:**
i. Lindsay Motions to accept the minutes as presented, Lanina seconds.

ii. No Discussion
iii. **Public comment on March Minutes:** No Public Comment
iv. **Board Vote:** All in favor, motion carries

b. **Year-to-date (May) 2024-2025 Budget:**

i. Lindsay Motions to accept the budget-to-actual as presented, Greg seconds
ii. **Public comment on budget-to-actual discussion**: No public comment
iii. No discussion
iv. **Board Vote:** All in favor, motion carries

c. **Vote to ratify the 2025-2026 Board of Directors nominated as specified in Section 2 of the Redding Tourism Marketing Group Bylaws:** Lindsay motions, Dave seconds. Discussion about ratifying the board of directors according to the bylaws and property vote.

i. **CEO recommendation:** Two properties will not be able to participate: Apples River House they've closed and Holiday Inn Express never attends meetings. One property came from the group paying more than 4% of TBID, and one came from the group paying less than 4% of TBID. It is being recommended that those two positions be dropped making the total number of board members for the 2025-2026 fiscal year to be 14.
ii. Red Lion
iii. Fairfield Inn & Suites
iv. Best Western Plus Twin View
v. Americana Modern Motel
vi. Surestay Hotel
vii. Thunderbird Lodge
viii. Turtle Bay Lodge
ix. Apple's Riverhouse
x. Oxford Suites
xi. Hampton Inn & Suites
xii. Holiday Inn Express
xiii. TownePlace Suites
xiv. Sheraton
xv. Best Western Plus Hilltop
xvi. Hilton Garden Inn
xvii. Home2Suites
xviii. **Public comment on 2025-2026 director slate**: No public comment
xix. No discussion
xx. **Board Vote**: All in favor, motion passes

d. **Ratification of the Executive Board positions from Election Buddy:** Greg motions to accept the executive board slate from the election buddy results. Lanina seconds

i. Past Chair: Hilton Garden Inn
ii. Chair: Best Western Plus, Hilltop Inn

iii. Vice Chair: Oxford Suites
iv. Secretary: Home2Suites
v. Treasurer: Red Lion
vi. Officer at Large: TownePlace Suites

vii. **Public comment on Executive Board Positions:** No public comment
viii. No discussion
ix. **Board Vote**: All in favor, motion passes

e. **Adoption of 2025 Insurance Agreement:** Motion, second, discussion. Ryan motions to accept the adoption of the insurance agreement; Greg seconds.

The CEO is requesting that the minutes reflect approval for the RTMG Board Secretary to sign off on the Insurance Administrator's continued execution and delivery of medical insurance to full-time employees. The medical insurance company is InterWest Insurance Services. This is required every year. This is a document that our secretary signs, but now it says the board must also ratify the request.

i. **Public comment on Executive Board Positions:** No public comment
ii. No discussion
iii. **Board Vote:** All in favor, motion passes

f. **2025-2026 Draft Budget:** Lindsay motions, Jay seconds to discuss the new budget recommendations.

Laurie explained the changes in the format for this year compared to the previous year, how the budget amounts follow the MDP, and this budget is allowing for a new employee to combine bookkeeping and office management.

Discussion: Lindsay curious about Sacramento Republic line item. Laurie explains this we have been targeting the soccer market; that item is soccer not football. With FIFA and the Olympics coming to CA we want to advertise at that park to get more recognition for our soccer park. We are looking at bringing California Youth Cup to Redding in 2027. By advertising at the Sacramento Park, the coaches and others will look at Redding as a sports venue. The investment entails one full time banner at the stadium, digital banner, and sponsoring the tailgate area all year. Lindsay asked Ryan what he thinks since he is on the soccer park board. Ryan, I think it's great exposure not just football but rugby, and lacrosse. Ed soccer has lots of potential getting our identity out a bit more is great thing for our soccer park. Lindsay asked why we didn't give $50,000 to Advanced Redding as we did last year. Laurie said they couldn't figure out how to use the money, so it wasn't added this year. Lindsay requested we add it to this year's budget. Ed disagreed – I had a meeting with her was not impressed and I don't see any business from the civic, Venue doesn't lend itself to selling tickets to outside the area. I bet most tickets are sold within driving distance. I don't see benefit coming from shows. It's not like a soccer tournament where people spread themselves around. Concerts and rodeo don't bring much outside business. Civic didn't have an answer for me on who came from outside our market. Lisa suggested we have th4e Civic present at a future meeting. Laurie will invite Julie to presentation. Ed put $50K now but she must justify to us. Lindsay requested $200,000 be added for Visit Redding and the other board members didn't show any disagreement. Ed said it is our responsibility to keep Visit Redding whole, but we need to use both identities when marketing. We need to use both logos, so the community knows we are working together. Todd said they are not doing tradeshows and PR next year but those could be something we bring back. Lanina stated we should see how the money is being used and make sure money is coming back to room nights. Laurie requested from Todd a detailed budget. James, are you advertising in Denver? Danny yes and running ads and pitching PR. Laurie and we went to the Denver Travel & Adventure Show. Lindsay did we agree to move it up to 200K? Laurie, I'm good with that if board is good with that.

For Kool April Nites the $25,000 may want to be designated for a Wednesday kick-off event.

i. This budget is organized differently; suggestions of readability are appreciated. Adjustments can be made and shared later. You have an overview and a detailed budget that follows the overview order.

ii. **Public comment on 2025-2026 draft budget**: No public comment.
iii. Board Vote: All in favor of budget with adjustments, motion carries.

VIII. Adjournment for Closed Session: 11:06

IX. Closed Session Items

a. EMPLOYMENT (Gov. Code § 54957)
   i. Title: Chief Executive Officer
b. EMPLOYMENT (Gov. Code § 54957)
   i. Title: Tourism Director
c. Only Board Directors and CEO will attend the closed session. Guests and staff will leave the room and be called back to resume the public meeting if they choose to wait.

X. Adjournment to Open Session:

XI. Closed Session Report

a. The RTMG Board of Directors approved for Laurie to step down to the remote Tourism Director position when the current employee retires at the end of December. The board will work with Search Wide Global to recruit a new Chief Executive Officer. Laurie will work hybrid for three months to help the new CEO when needed, and after that time, will work remotely. The extra employee position was denied.

XII. Suggestions for the September meeting agenda

a. Civitas Presentation
b. Accessibility Presentation by Jennifer from Visit Redding
c. Industry Building Idea/Hospitality Game Day: Bobby Patel would like the board to discuss having all the properties participate in fun activities together, such as bowling or softball. The idea is for properties to form teams to compete for a prize funded by the RTMG Budget. The properties would also pay a fee; those combined fees would go to a local charity. If the idea gains popularity, then maybe properties from other areas could be included. It has the potential to be an annual hospitality event. This item will be on the agenda for September, but by giving advanced notice, people can arrive at the next meeting prepared with ideas.
d. Increase TBID by 2%, taking it from 2% to 2.25%.
e. A separate table for guests and visitors

XIII. Adjournment

Next Quarterly Board Meeting is planned for September 16, 2025, at Holiday Inn, Redding.

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 per- sons with disabilities. If you require special assistance to participate in the meeting, notify Lisa May at (530) 515-8485 at least 48 hours prior to

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; how- ever, the Board of Directors may take action other than what is

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.

Board Signature Rhonda Hanson