RTMG Board of Directors
Meeting Minutes
Tuesday, June 18, 2024
Located at Oxford Suites
1967 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

Position	Lodging Property	Representative	Present (Yes/No)
Chair	Best Western Plus Hilltop	Ed Rullman	Yes
Past Chair	Hilton Garden Inn	Greg Knoell	No
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	No
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 Colman	No
Director	La Quinta	Jason	No

I. **Call to Order by RTMG Board Chair Ed Rullman at 10:27am**

II. **Confirm Quorum – verbal roll call** – Quorum confirmed.

a. Guests: Todd Jones, Tessa Borquez, Janelle Pierson, Jennifer Fontana

b. Staff: Laurie Baker, Julie Finck, Lisa May, Tim Bauer

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. Todd introduces himself

V. **Presentations**:

a. **Public comment on planned discussion under section V**

b. Presentation by Kool April Nites – Jennifer Fontana

i. Jennifer Fontana gives a presentation.

1. Usually 1700-1900 cars average. This year 1870 cars.
2. Survey results: completed by 88% attendees
3. Attendees: 800 are from less than an hour away. Over half from over an hour away. 10% from OR this year versus 8% last year. 2% from NV and 2% from WA. Plan to market to those destinations more heavily next year.
4. Spectators: 10k-12k people per year through the gate to the big show. 5k average attendance on Sunday.
5. Extra Activities: 32 show and shines this year – 500 people attended the drive in theatre
6. Funding: Sponsorship money helps to keep the individual events free. Approximately $50k given back to charitable community organizations.
7. Improvements for next year: Planning to make two weekends both big events. Cornhole tournament didn't have good attendance. Tried to get a bigger name band but attendance was still low. Looking for suggestions. Possible market to a different crowd for the daytime event versus the evening event. 670 surveys completed. Results showed the average number of years people have been attending Kool April Nites was 10 years
8. Other: Average night stay – 3 nights. 500 ate at a restaurant with average spend on survey $1230. Relying on the community culture for participants and success. Plans to start marketing outside of the area earlier to get more people. Looking to market in Reno and Napa based on attends from this year.

ii. Ed – addition of the banners was a good touch this year. Suggestion – literature for hotels to have to hand out to their guests. General flyer with future event dates to promote return stays, and list of events.

Entertainment – need to be able to bring in band names that the attendees know so it will be a draw. Jennifer comments it is difficult because there is a wide range of demographic attendees.

c. Presentation by Redding Roots Revival
   i. Janelle presents on last year's Redding Root Revival event. All volunteer staff. Shows photos. Festival at the Cascade Theater and at the Food Truck Park downtown Redding. Woody's Brewing made a beer for the festival. Thank you to the sponsors. Revenue is half sponsorship and half attendance tickets. Shares the band line up for 2024. Venues – Whistle Stop Park with new stage, Cascade Theater, Food Truck Park. Tickets are still under $100 for a 2-day pass, which is much less than other music festivals. Early bird rate is $79.
   ii. Ed – asks Janelle if they can go to the hotels and talk about the event to help raise attendance. Can we make packages for the hotels to offer.
   iii. Laurie – suggests info about major events in the front desk hotel training.

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
   i. Laurie shares YTD budget through May is in the board packet. Reviews money that was not used and will roll over to the 2024/25 marketing plan.
b. Minutes: January 2024
c. Film Shasta Mid-Year Report
d. Vote:
   i. Lanina motions to approve consent calendar. Dave seconds.
   ii. No discussion. All in favor. None opposed. Motion Passes.

VII. **General Business:**

a. **Public comment on planned discussion under section VI**
b. Group check-in process – groups want a full packet of keys given to the organizer. They don't want their people to wait in line to check-in, and a system to speed up the credit card needed for incidentals is important.

   Laurie discusses this request from tour operators and explains the process and why they want all keys for the entire group in a packet. Properties say they already do this, but the Tour operator is responsible for incidentals on one card, or incidentals are not available until the guest comes down with a credit card on file.

c. Explanation of sponsorship guidelines
   i. Form provided in the packet
      1. Laurie and Julie share form questions that are on the sponsorship application on ChooseRedding.com.
   ii. Discussion on changes to the guidelines
      1. No further discussion.

d. Meeting locations for January 2025, March 2025, and June 2025
    i. January 21, 2025 – Sheraton Redding Hotel at the Sundial Bridge
    ii. March 18, 2025 – Oxford Suites Redding
    iii. June 17, 2025 – Best Western Plus Hilltop Inn

e. Who will be able to attend and speak at the June 18 public meeting for the TMBID renewal?
    i. May 20 a message went out asking for board members to attend one of the City Council Meetings about the renewal. We already had the May 21 resolution of intent meeting, the next is June 18 public meeting, and the final hearing is July 16 for the adoption of the formation. Letters are being mailed to all properties to inform them of the process.

f. Open discussion on marketing ideas for FY24/25
    i. Question about marketing activity. Laurie explains we generally repeat the marketing initiatives that do well and then try new marketing.
    ii. Ed – asks if using both logos – Choose Redding Lodging and Visit Redding?
        1. Laurie states we have used both logos in the past but not on everything. We have both links on our websites.
    iii. Discussion around the RTMG sponsorship money is to be used to bring events to Redding, not necessarily give money to events that are already happening in the area. Wrestling team used as an example.
    iv. Laurie states there are plans to market more for sports events this year.
    v. Steve DiPaolo shares what he knows about the city taking over the softball/baseball park.
    vi. Ed suggests maybe helping with an event to raise money for the facility. RTMG doesn't have the funds to pay to fix the fields to the level they need to be.

VIII. Action Items for Board Vote

a. **Public comment on planned discussion under section VI**
b. 2024-2025 Draft Budget
    i. Laurie states she had to decide about the Sacramento Airport billboard contract, she renewed the contract.
    ii. Budget Brainstorm ideas
        1. SEO/SEM
        2. ChooseRedding.com
        3. Rack cards to promote events
        4. Visit California campaigns
        5. Streaming TV/Broadcast with more video
            a. Discussion around streaming and giving Visit Redding money for leisure marketing.
            b. Ed asks about the budget being reduced for sports and asks if that budget item should remain. Suggests la crosse promotions.

6. Laurie states that in the last budget there was $500K for BLD but the board decided not to give the money, so Laurie lowered the sports budget. It can be added back in if there is a need.
7. The photography/video budget is down some due to Tim doing some video and photography.
8. Ed asks Tessa what the properties can do to help with the front desk training. Laurie states the packet is almost completed.
9. Sponsorships are funds to bring events and meetings into Redding and larger event support the board decides is necessary.
10. Discussion around funds being used to promote overnight stays on Thursday and Saturday nights when having a big event so people come in early and/or stay Saturday night. Maybe fund a headliner band.
11. Lindsay suggests increasing the funds for FAM trips.
12. Discussion on how money is spent for giveaways and goodie bags. Lanina suggested T-Shirts with QR codes.
13. Add line item for Visit Redding partnership.
14. Ed shares how a hotel in SF uses robots to deliver room service. How are we going to make Redding Rock so people say I want to go there and do that?
15. Educating the front desk with the expectation of presenting what the area has to offer with enthusiasm. Would like to have the TV video again highlighting what there is to do and see in the area.
16. Ed – Before the annual report is sent to the City of Redding, wants the board to see it.
17. Laurie discussed a list of transportation companies that could be financially supported for groups when needed. Second idea a QR code on room keys that people can see what there is to see and do in the area. The consensus was that the larger flags must use the flag key holders.

c. 2024-2025 RTMG Executive Board Elections
   i. Laurie explains the TBID bylaws and that the voting was done digitally with all being able to see the digital votes for the RTMG board seats. Laurie shares the voting results and process for the eight top TBID properties and the eight properties voted in.
   ii. The Executive Board voted at the meeting.
      1. Voted for Ed to remain the Board Chair. Motion passes.
      2. Vice Board Chair – Ryan
      3. Secretary – Dave Creager
      4. Treasurer – Lindsay Myers

d. Sponsorship for the California Welcome Center – interest from the Money Market and CDs – moved to different banks for FDIC reasons and to earn extra money – offering the accrued interest won't affect operations. RTMG is not charged for the labor or retail service at the visitor's center. This support can help keep the center open and help staff and visitors be more comfortable without taking from RTMG's revenue stream.

   i. Suggest 3-years of interest to help with the California Visitor Center roof and HVAC replacement expense.
   ii. Motion made by Lindsay for discussion, Ryan seconds.
      1. Question on how much interest RTMG accounts have accrued for one year – approximately $47K.
      2. Laurie explains SCWA is giving a loan, McConnell Foundation and Sierra Pacific might give funding to match each other's grants if funded.
      3. All in favor. None opposed. Motion Passes.

IX. Follow-up from previous meeting

a. Shaw Law will not only update the handbook but write a whole new one for $2,000 that can easily be updated for $500 an update.
   i. Laurie shares the handbook is completed.

X. Suggestions for the September 17th meeting agenda

a. Presentation from Kenny Breedlove.
b. Marketing/Budget detail and strategy plan

XI. Adjournment at 12:11pm. All in favor.

Next Quarterly Board Meeting is planned for September 17, 2024, at Best Western Plus Hilltop, 2300 Hilltop Dr, 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 Rhonda Hanson