RTMG Board of Directors
Meeting Minutes
Tuesday, March 18, 2025
Located at Oxford Suites
1967 Hilltop Dr., 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 Plus Redding	Bobby Patel	Yes
Director	Best Western Plus Twin View	Peter Patel	Yes
Director	American Modern Hotel	Alex Patel	No
Director	Marina RV Park	Colleen Palmer	Yes
Director	Holiday Inn	James Vereb	No

I. **Call to Order by RTMG Board Chair Ed Rullman at 10:01am**

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

a. Guests: Danny Orloff, Todd Jones, Bradley Rullman

b. Staff: Laurie Baker, Lisa May

III. **Introductions**

IV. **Public Comment for non-agendized items – open time:** This timeframe of the meeting is set aside for public comment on non-designated agenda items. 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 Jones - Recognition to Ed Rullman for being named Citizen of the Year. Visit Redding is on the chopping block for funding. They are trying to extend their current contract another 5 years. The contract will most likely have a $350k reduction with a budget of $650k.

b. Ed – asks will the City of Redding go out for RFP.

c. Todd answers he is not sure

V. **Presentations:**

a. **Public comment on planned discussion under section V:** Pursuant to the Brown Act, public comment is allowed during each section of the agenda at the beginning of each agendized section to allow for the board to hear opinions before they do their own discussions and vote on the matter.

b. **Update on the front desk training**

i. Tessa presents – There have been 31 attendees in 7 sessions of front desk training to date. Tessa is getting positive response to the program. Participants appreciate the in-depth information. They say the training is well organized, and the binder is a vital tool. The most appreciated portion of the training is the Fun Facts. Requests for more information to be included are city parks, summer camps (for locals), camping info, more comprehensive list of coffee shops, an organic and vegan friendly section, one QR code, gyms and yoga studios, self-development sessions for hospitality. Participants are enjoying getting to know each other from different lodging properties.

ii. Ed suggests Tessa chats with the class about why Shasta Cascade has rebranded as UpStateCA versus northern California. Tessa replies she touches on the three entities promoting Redding in the training.

iii. Tessa tells participants to jot down questions that they may think of later so we can include in future trainings.

iv. Laurie asks for location/properties for future training sessions.

c. **Presentation by Erin Razo with Smile BPI to offer in-room printers with zero out-of-pocket costs.**

i. No Presentation given

d. **Presentation by Visit Redding on the outcome of the Sunniest City campaign.**
   i. Danny presents – he shows the video created with funds from RTMG. Video is low impact targeting empty nesters, boomers, dog friendly, and family. There is a longer form video and YouTube shorts. For Roku they are being shown in Seattle, Portland, San Jose, and San Francisco. Danny shares metrics for views, content of the videos, influencer partners, and showed the video.

e. **AI assistant – give a brief overview of the AI assistant that will be used for the website, social media, and interactive ads.**
   i. Laurie shares AI model the RTMG team is working on for the Choose Redding website. Once built we will share with the RTMG BOD to ask AI questions and give feedback. AI will not be getting info from Google; the info will be built into the program within the RTMG website.

f. **RFP Guidelines – will share a draft of the guidelines the RTMG staff will follow for distributing group room blocks.**
   i. Laurie asking the BOD for feedback on the RFP guidelines that are going out to properties for group blocks. The guidelines were shared with no feedback for improvement.

g. **Review of the new one-page Redding information flier requested at the last board meeting.**
   i. The flier was distributed for comment and will be printed for use in a clear stand and as a handout.

h. **Review of new Redding page on the SCWA website, this is the time to give your feedback on what you would like to see.**
   i. A Redding section has been added on UpStateCA.com with the funds RTMG gave to Shasta Cascade. Laurie shares the page on UpStateCA.com with videos, icons, etc.

i. **Show new commercials for events and sports parks: Redding Rodeo, Sports Park, Kool April Nites, Soccer Park.**
   i. Laurie shows commercials for Redding Rodeo, Sports Park, Kool April Nites, and Soccer Park. She shares call-to-action for each commercial.
   ii. Laurie shares plans for commercial distribution.
   iii. Lindsay asks if Glowing Wild and GOL videos were made.
      1. Laurie – answers yes. The goal is to make commercials for all big events that RTMG has sponsored.
   iv. There was a question about volleyball sand courts – never hearing that RTMG contributed funds. Ed – it was on the news. Laurie shares when the courts are completed there will be signage stating RTMG funded them.

VI. **Consent Calendar:** The following consent calendar items are expected to be routine and non-controversial. They may be voted upon at one time without discussion. Any board member or staff member may request that an item be removed from the consent calendar for discussion and consideration. Members of the public may comment on one or more items on the consent calendar during public comment open time before the board's consideration of the consent calendar.

a. **Minutes: January 2025**

b. **Financials: 2024-2025 Budget-to-Actual**

   i. Lindsay motioned and Ryan second to pull the budget off the consent calendar for discussion.

   ii. **Discussion:**

   iii. Lindsay asks to go over the budget columns.

      1. Laurie – the first column is the 2024-25 budget July – June. The next column is based on TBID rules with percentages broken out that are required by the TBID. Next is projected expenses of the percentage breakdown. Last column is actual funds in and out.
      2. Lindsay asks about the partnerships since this was a rolled-up budget presentation without every line item. Laurie – partnerships are mainly Civic, Visit Redding, and Shasta Cascade. The civic hasn't shared what they want to do with their funding.
      3. Ed – It would be helpful to have the expenses broken out with more detail.
      4. Laurie – the board previously requested to only be shown a summarized version rather than pages of line items. Laurie said she can do which ever they prefer. It is asked that there is more detail for some categories.
      5. Lindsay – example $400k under sports. She would like to see where the money is being spent. Laurie states the board asked her to set that money aside for infrastructure so the $400k is sitting there to be spent on infrastructure. Soccer Park came out of that amount. $60k for FAMS but we haven't had any decent FAM opportunities yet.
         Lindsay asks if we should allocate the $60k to something else if we don't have a good FAM opportunity.
      6. Question – is there a max we are allowed to roll over. Laurie answers there is not a limit to the roll over, but rollovers must remain in the same category the funds were previously in with a 15% leeway.
      7. Question about social ad spend of $9k. Laurie states RTMG was just given permission to do social ads in the last meeting so not much has been done.
      8. Lindsay – asks for plan at next meeting for aggressive spend before end of year. Ed suggests a special meeting/committee to discuss. Lisa, Ryan, Ed, Lindsay, Laurie volunteered to be on the committee with Lindsay leading the effort.

c. **Public comment on planned discussion under section VI**
   i. No public comment.

d. Vote: All in favor. None opposed. None abstained.
   1. Motion passed to approve the minutes and financials

VII. **Action Items for Board Vote**

a. **Contract with Civitas to handle all TBID legalities for a 12-month time frame.**
   i. Laurie reviews package inclusions and cost offered by Civitas for smaller DMOs.
      1. Question on what Civitas is currently doing for RTMG. Laurie states in the past Civitas has been hired for TBID projects not on a 12-month contract.
      2. Ed – keeping RTMG legal with all the required TBID paperwork is worth the money to contract with Civitas.
      3. Vote: Motion passes, no opposed.

b. **Discussion on declining occupancy trend and what should be done to try and mitigate a 2025 continued downturn.**
   i. Laurie shares STR trends and data.
   ii. Discussion about new properties being built and how more rooms effects occupancy levels.
   iii. Ed – TOT is up because rates are up, but occupancy is down. It is important for the board to talk in terms of occupancy versus TOT. How do we build occupancy in our community so all lodging properties can win? Ed has talked to other Best Western properties, and this issue is across the country with the exception of top vacation destinations. The priority for giving funds requested needs to be for events bringing outside overnight stays. Example is the Redding Rodeo is mostly attended by locals or within driving distance so funds shouldn't be allocated for this type of event.
   iv. Lindsey – it is important to figure out how to spend the TBID money to get people to Redding for overnight stays.
   v. Peter – people stay in Redding as a midpoint when traveling. How do we get them to stay longer by attending events?
   vi. No specific items to add to the 2025-2026 Budget came from the discussion so a vote was conducted.

c. Location for January 20, 2026 meeting

d. **Public comment on the planned discussion under section VII**
   i. No public comment.

VIII. Suggestions for the June meeting agenda

a. In future meetings we might want to share STR YOY for certain events.

IX. Adjournment – meeting adjourns 11:24am

Next Quarterly Board Meeting is planned for June 17, 2025, at Best Western Plus Hilltop, 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 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 Heuser