



RTMG Board of Directors

Meeting Agenda

Tuesday, January 16, 2024: 10:00am – 12:00pm PST

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

- 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.
- V. Presentations/General Business:**
 - a. Public comment on planned discussion under section V**
 - b. Presentation by Civitas on the RTMBID renewal
 - c. Presentation on planned group marketing activity
 - d. Hiring Shaw Law Group to update the 2024 handbook
- 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: September 2023
- VII. Action Items for Board Vote**
 - a. Public comment on planned discussion under section VI**
 - b. Colt 45s 100-year anniversary sponsorship
 - c. Sundial Bridge 20-year anniversary sponsorship

VIII. Follow-up from previous meeting

- a. Working with Tessa at Alacrity to create a front desk training program

IX. Suggestions for the March meeting agenda

X. Adjournment

Next Quarterly Board Meeting is planned for March 19, 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.



Tuesday, October 3, 2023
RTMG Board of Directors
Special Meeting Minutes

RTMG Board of Directors

Position	Lodging Property	Representative	Present (Yes/No)
Chair	Ed Rullman		Yes
Vice-Chair	Ryan Rydalch		Yes
Past-Chair	Greg Knoell		Yes
Treasurer	Dave Creager		Yes
Secretary	Lindsay Myers		No
Officer-At-Large	Jay Patel		Yes
Officer-At-Large	Lisa Wargo		Yes
Officer-At-Large	Bonnie Larabee		Yes
Director	Dennis MacDonneil		No
Director	Lacy Coleman		No
Director	Lanina Baker		Yes
Director	Peter Patel		Yes
Director	Alex Patel		Yes
Director	Mohkam Bath		No
Director	Alex Abhaykumar		No
Director	Bobby Patel		Yes

Redding Tourism Marketing Group Staff

Laurie Baker, CEO

Lisa May, Tourism Director

Julie Finck, Marketing Coordinator

Tim Bauer, Group Events Director

Attending Guests:

Steve DiPaolo, City of Redding

- I. Meeting called to order by Chair Ed Rullman at 10:01am.**
- II. Quorum confirmed– verbal roll called.**
- 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 at the end of each agenda section for those items on the agenda. Brown Act guidelines prevent board members from making decisions on non-agendized items.
- V. Presentations/General Business:**
 - a. Viewing of Brown Act video – handout summary included in board packet.
 - i. Brown Act Video is shown.
 - ii. Ed reviews the importance of the Brown Act after the video is shown.
 - b. New bank accounts are open– details to be shared.
 - i. Corner Stone and Five Star hold the reserves for RTMG in a 6-month CD and a 12-month CD.
 - c. List of possible group events to be shared.
 - i. Tim is heading up event cultivation and a list of potential groups were shared with the board.
 - d. List of sponsored events to be reported.
 - i. A list of events that have been sponsored and how much was given to each was shared with the board. It was suggested that we sponsor the 20-year celebration of the Sundial Bridge.
 - e. Group videos that will be on the website and available for anyone to use
 - i. The first montage of group header videos to go on the ChooseRedding.com website were viewed.
 - f. Video submitted to the public access channel.
 - i. The video is shown to the RTMG Board.
 - ii. Shasta County Arts Council asked for video so RTMG team gave a flash drive full of videos to the Arts Council. A small sample of what was shared with the Arts Council was shown at this meeting.
 - g. Consideration of future street banners – report on progress
 - i. Kool April Nites banners were up already this year.
 - ii. Redding Roots Revival went up for a month as well.
 - iii. Redding Garden of Lights banners and generic City of Banners are being worked on.
 - iv. Redding Rodeo banners are in progress.
 - v. 70 banners cost just over \$3,000 to install.

- VI. Consent Calendar** – any board director can take an item off the consent calendar for discussion and an individual board vote.
- i. Laurie describes the process to approve everything on the consent calendar or to take an item off the consent calendar.
 - b. Approval of the year-end budget-to-actual
 - c. Approval of the Film Shasta Report
 - d. Approval of the August 2023 board minutes
 - e. Approval of the RTMG 2023-2024 Annual Report
 - i. Motion made by Jay to approve three items. Dave seconded. Motion passes.
 - ii. The Film Shasta Report was taken off the consent calendar for discussion. Red Lion Hotel said their name needs to be corrected and the number of rooms reports was only two not four.
 - 1. Motion to approve the Film Shasta Report was made by Lanina and seconded by Greg.
 - 2. All in favor, motion passes.

VII. Action Items

- a. Approval of the 2023-2024 Budget
- b. Motion by Bobby, seconded by Greg.
 - i. Laurie suggests having a front desk training program that takes hotel staff to local attractions firsthand.
 - ii. Discussion: Ed mentions the importance of having employees be informed of what events are taking place. Ed has an update on the lighted palms. City only does that during the holiday season, and they need to be replaced. Laurie has \$5,000 budgeted but it may not be enough – should increase the amount to cover replacement.
 - iii. Public comment on year-end budget after discussion and before board vote. No public comment.
 - iv. Vote: All in favor of budget, motion passes.
 - v. Ed invites the RTMG Board to attend a future Shasta-Cascade Wonderland Association Board meeting to understand the role of SCWA in promoting tourism.
- c. Meeting locations needed for March, June, and September of 2024
 - i. Locations are selected: Red Lion Hotel in March, Oxford Suites in June, and Best Western Plus Hilltop in September.
 - ii. Motion made by Ed to accept these locations and dates, seconded by Greg.
 - iii. No discussion, all in favor, motion passes.

VIII. Review from previous meeting

- a. Follow-up on per diem was addressed with Lynn at the CA Lodging Assoc. but nothing transpired. Copies of the letter in the board packets.
 - i. Laurie used the Federal per diem formula to calculate the amount to request – \$116 but has not received an answer.

- ii. Ed suggests Redding and Chico get put on the list as a region to get an increase in the government per diem and asks Laurie to keep following up.
- b. Looked into translation software for the website – Website coder said nothing out there is fool proof, but we could get Wegot which is a plug-in for about \$1,000 – not all platforms have been investigated yet.
 - i. Laurie offers to continue to look at translation software programs.
- c. Group bookings – if the property systems can't accommodate large blocks through their front-end booking sites, then we will continue to handle rooms blocks manually with each property. We could look for software on our end, but if the other end – property bookings sites – can't accommodate large group bookings then that is not a project to pursue.
 - i. Laurie offers to work with the Director of Sales at each property when RTMG brings a group since getting software to integrate with all lodging property systems is not possible.
- d. Ed discusses having shorter board meetings more often than every quarter and asks for input from the RTMG Board. Ed mentions they continue to see growth in the hotel industry. Ed discusses SCWA Tourism Summit.

IX. Adjournment at 11:05am - Greg motions to adjourn, Bobby seconds. All in favor. Motion passes.

Next Quarterly Board Meeting is planned for January 16, 2024, at Red Lion Hotel

Secretary signature _____

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Redding Tourism Marketing Group, Inc.
YTD - December, 2023

2023-2024 RTMG Budget	YTD - December Actual	Planned Budget	YTD Variance
Revenues			
TMBID Revenue	\$ 825,855.62	\$ 1,400,000.00	(574,144.38)
Interest Income	6,625.87	0.00	6,625.87
Other Income	2,500.00	0.00	2,500.00
Rollover	1,770,122.49	1,770,122.49	
Planned Spend	2,605,103.98	3,170,122.49	(565,018.51)
Expense Detail			
TMG-Billboard Mktg	39,683.50	36,725.00	2,958.50
TMG-Internet-SEO/SEM	7,377.03	65,600.00	(58,222.97)
TMG-Visit California Partnerships	20,300.00	57,500.00	(37,200.00)
TMG-Internet-Site Development	7,549.72	29,140.00	(21,590.28)
TMG-Film	50,000.00	50,000.00	0.00
TMG-Insurance (Board)	0.00	3,000.00	(3,000.00)
TMG-Insurance (Renters, Auto)	368.21	800.00	(431.79)
TMG-Periodical Mktg	5,975.00	19,000.00	(13,025.00)
TMG-Visit Redding Brochure Support	8,924.39	39,000.00	(30,075.61)
TMG-Radio/TV Mktg	8,400.00	80,000.00	(71,600.00)
TMG-Misc/Supplies	1,260.45	6,000.00	(4,739.55)
TMG-Postage	80.91	400.00	(319.09)
TMG-Bank Fees	797.86	2,000.00	(1,202.14)
TMG-Copier Lease/Misc. Printin	42.02	2,500.00	(2,457.98)
TMG- Employee Goodwill	848.28	2,500.00	(1,651.72)
TMG-Rent/Utilities/Secuity	21,700.00	38,000.00	(16,300.00)
TMG-Rent Other-Storage	484.00	1,450.00	(966.00)
TMG-Office Furnishings, Small	496.87	5,000.00	(4,503.13)
TMG-Computers	2,363.12	7,000.00	(4,636.88)
TMG-Phones, Internet	3,353.73	6,000.00	(2,646.27)
TMG-Intl Mktg	9,450.00	10,900.00	(1,450.00)
TMG-Fees/Taxes	118.64	150.00	(31.36)
TMG-City of Redding Admin Fees	8,258.58	14,000.00	(5,741.42)
TMG-Sports	0.00	500,000.00	(500,000.00)
TMG-Groups	13,590.00	110,000.00	(96,410.00)
TMG-Visitor Data Collection	30,763.57	31,500.00	(736.43)
TMG-Photography/Video	6,279.58	70,000.00	(63,720.42)
TMG-Front Desk Training	0.00	24,000.00	(24,000.00)
TMG-Professional Outside Serv.	1,390.00	3,000.00	(1,610.00)
TMG-Accounting	8,630.00	21,000.00	(12,370.00)
TMG-Temp Admin Labor/HR	0.00	1,000.00	(1,000.00)
TMG-Mktg Personnel	175,509.41	352,500.00	(176,990.59)
TMG-Additional Pay	1,890.07	4,000.00	(2,109.93)
TMG-Mktg Per. Admin	0.00	63,700.00	(63,700.00)
TMG-Additional Benefits (Med)	20,541.84	69,800.00	(49,258.16)
TMG-Employment Taxes	10,384.28	35,705.00	(25,320.72)
TMG-Retirement Contributions	7,315.46	21,700.00	(14,384.54)

Redding Tourism Marketing Group, Inc.
YTD - December, 2023

2023-2024 RTMG Budget	YTD - December Actual	Planned Budget	YTD Variance
TMG-Worker's Comp	931.83	3,066.00	(2,134.17)
TMG-Social Media	8,477.20	37,600.00	(29,122.80)
TMG-Local Event Support	18,455.00	188,000.00	(169,545.00)
TMG-Grant Programs	12,234.87	500,000.00	(487,765.13)
TMG-Shipping	0.00	8,000.00	(8,000.00)
TMG-Site Tours/FAMS	1,608.98	60,000.00	(58,391.02)
TMG-Trade Shows	15,570.21	15,100.00	470.21
TMG-Trade Show Travel	4,151.69	35,000.00	(30,848.31)
TMG-Displays	70.00	3,500.00	(3,430.00)
TMG-EmployEE Expenses	62.00	0.00	62.00
TMG-Employee Training	2,889.00	16,000.00	(13,111.00)
TMG-Local Meetings	472.96	1,200.00	(727.04)
TMG-Memberships	2,813.95	11,000.00	(8,186.05)
TMG-Mileage Reimbursement	85.61	2,000.00	(1,914.39)
TMG-Giveaways/Packages/PR	1,014.67	100,000.00	(98,985.33)
Unallocated Marketing		296,631.49	
Unallocated Admin		24,452.38	
Contingency	18,401.00	84,002.62	(65,601.62)
Total Expenses	561,365.49	3,170,122.49	(2,608,757.00)