RTMG Board of Directors
Meeting Minutes
Tuesday, October 15, 2024
Located at:
Best Western PLUS Hilltop Inn,
2300 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	Yes
Director	Hampton Inn & Suites	Bonnie Larabee	Yes
Director	Red Lion Hotel	Lanina Peters	Yes
Director	Home2Suites	Heather	Yes
Director	Sure Stay Plus Redding	Bobby Patel	No
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 Express	Mohkam Bath	No
Director	Turtle Bay Lodge	Truna Patel	No
Director	La Quinta Inn & Suites	Mohkam Bath/Jason Arazosa	No

I. **Call to Order by RTMG Board Chair Ed Rullman at 10:02am**

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

   a. Guests: Todd Jones, Danny Orloff, Jennifer Zimmer, Tessa Borquez, Travis Menne, Kenny Breedlove, Joshua Johnson

   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 from discussing any matter not on the agenda.

V. **Presentations:**

   a. **Public comment on the planned discussion under section V**
      i. Danny is just back from the LA Media event with Visit California

   b. Presentation by John Andoh from RABA – This presentation was moved to the January Meeting.
   c. Presentation by Travis Menne on the softball/baseball park & sand volleyball courts & Hilltop Lights.
      i. Lance shares background on why Redding has built sand volleyball courts. Discusses the various universities in the Redding area using the courts. Currently not able to host tournaments due to the regulation requiring three courts and having only two courts. There are plans to expand. The quality of sand is pro-level for beach volleyball. The sand is being trucked in from Monterey. Young adults and kids are using the courts. Extra courts will help grow youth tournaments.
         1. Ed – When is sand volleyball season? Answer – Spring. Discussion about training on sand helps one learn and excel on non-sand courts. These are the only sand courts north of Sacramento. The vision is to add two more courts located between the current courts and the parking lots.
         2. How much are the two new courts? How many people come to the courts? Answer – 12 athletes per team; multiple teams come for tournaments.
         3. There has been little vandalism, and the community has been hands-on in keeping the area nice. The community is using the facility.
         4. Courts are used year-round except in January and February.
         5. $ 100k–$120k estimated cost for the work to be done.
         6. Ed asks if this is an opportunity for sponsorship.
         7. There are about $20k-30k of expenses that can be sponsored.

8. Operating with a higher cost than a location like Chico due to the size of Redding. Kenny shares all the facilities maintained by the City of Redding, including some trails. Many employees start and end their careers with Parks & Recreation. Top projects – Redding Sports Park, Caldwell Park expansion, Redding Bike Park, South City Park Revitalization, Whistle Stop, Community Center with indoor basketball, Bike Park and River Trail System. South City Park preview visual shared. River Front Plan, Hilltop Lights visual shared. Rope lights and halo lights for the holidays will require electrical upgrades.
9. Redding Sports Park – Presentation given with visuals. The partnership with the tenant, Big League of Dreams, generated $1 million in rent. The tenant stopped maintaining the facility, which was part of the lease agreement with BLD, and it has now become dilapidated. Currently, the Big League of Dreams is in the city's hands to determine how to proceed with the facility's upgrades and maintenance. Work is now being carried out under a short-term plan. The City Council awarded $200k for the BLD. Trash has been removed, and the facility has been cleaned up, batter boxes have been fixed, and the locker room has been remodeled. The first tournament was this past weekend, with 600 people, mostly from out of town, staying overnight. The facility doesn't currently have concessions. The city wants to add concessions and volleyball courts. There are currently four volleyball courts, but the sand and nets need to be replaced, and drainage needs to be added. Sand is very costly. The facility has ample parking and supporting infrastructure to accommodate teams.
10. Ed - volleyball project at South City Park, what work needs to be done?
11. Question – waiting for direction from City Council. Any idea on the timeline for funding approval from the City Council?

d. Presentation by Kenny Breedlove on the soccer park
    i. Kenny presents visuals of the fields and discusses the challenges of maintaining turf fields. Strikers Food and Beverage is a full-service restaurant rather than a snack bar, which is doing well. The cons of the facility are parking and the $5 admission, but they are adding value-added features of face painting and other fun things for families. A full sanitizing system has been brought in. Swamp coolers are now working, and the exhaust fans in the restrooms are working. The admin building has small conference and locker rooms. Equipment that was not being used has been removed. Kenny shared information on types of grasses being used. He showed before-and-after photos of the park. $400k needed for about ½" of new in-fill. Cost $4.2 million for work that needs to be done. Approximately $1k per month in revenue is generated from a $5 admission. Tournaments at one time were up to 100 teams coming

from the coast and southern Oregon. Marketing will be done to teams in Sacramento and San Francisco. Teams went down from 100 teams to 60, now back up to 90. Kenny estimates 400-500 hotel room nights due to the traveling teams. Showcase comp travel soccer is a focus for families who want their kids to earn scholarships. Kenny shares various tournaments that are potential business for Redding. Rugby leagues are coming on, and lacrosse in summer and winter. Currently working with Oxford Suites Redding. Willing to work with all Redding hotels and asking if any want to give discounts. Shared sponsorships are available.

ii. Ed thanks Travis and Kenny for presenting.
iii. Discussion on how Medford generates revenue for the economy with their sports facilities.
iv. Discussion about the potential of La Crosse tournaments.

e. Presentation by Lindsay Myers - Sponsorship Wrap-up
   i. Glowing Wild
      1. Recap – from the end of March to the first weekend in June, 48k+ tickets were sold. Turtle Bay plans to continue Glowing Wild in 2025 and 2026. Over $2million generated. 16,900 tickets were sold to people living more than an hour outside of Redding. Admission was charged only at night; free during the day. 150k+ visits on the Glowing Wild website. Turtle Bay received a lot of favorable feedback on the display.
      2. Redding Garden of Lights – This will be the fifth year. 40% of tickets were sold more than one hour from Redding. 34,500 tickets sold. I missed the # of attendees. Over 4 million people were reached with marketing. 2025 will have a new tagline of two million lights. The new sections for 2025 are the Enchanted Forest with over 100 chandeliers in the trees and the Peppermint Tunnel. This year will have premium tickets available at $10-$15 per ticket that will include parking by Turtle Bay admin building. Only 200 premium tickets per night will be sold, and parking will be limited. Premium ticket holders will also receive swag. Lindsay offers hotel staff the opportunity to experience the Garden of Light and Glowing Wild comp so they can experience firsthand and recommend to visitors.
      3. There is board discussion around how the two events are wonderful. Lindsay explains how the ticket time works in relation to parking.
   ii. Celebrate 20
      1. Recap – 20th anniversary of the Sundial Bridge. Over 10k people came to see Bandaloop.

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

a. Financials: 2023-2024 Year-end Budget-to-Actual
b. Minutes: June 2024

i. Motion to approve the minutes with amendment to the minutes that Jay Patel was at the last meeting. It was noted in the minutes that Jay did not attend, which is incorrect.

VII. **Action Items for Board Vote**

a. **Public comment on the planned discussion under section VII**

b. 2024-2025 Final Budget

i. Items from the meeting with the Treasurer

1. Partnership amounts – does the board agree on these amounts? Reports will be given on outcomes and ROI. All changes from the previous meeting are in red.
    a. Laurie reviews changes Laurie and the Treasurer made to the budget, which are highlighted. Local partnerships - $100k Visit Redding and Shasta Cascade. Working with Visit Redding and EDC on a program that will show on PBS throughout the USA. This is the Dennis Quaid Show.
    b. Laurie reviews partnerships in the proposed budget and discusses the board's votes on them to ensure they will benefit the lodging properties.
    c. Sponsorship Grant Program $170k budgeted. Sundial Film Festival has 3-year and 5-year plans and is seeking $15k in partnership funding. Clarification is requested on how the Sundial Film Festival sponsorship is reflected in the budget. The board notes that the entry is unclear and should be noted differently in future budgets.
        i. Motion is made and seconded to approve the Sundial Film Festival sponsorship.
    d. Questions about sponsorship for Redding Airport. $100k should be noted on the budget for Redding Airport. Laurie clarifies that there is already $100k in the budget for the Redding airport, so if another $100k comes from sponsorships, the total will be $200k.
    e. Ed discusses all the options for spending the sponsorship funds.
    f. United Airlines has committed to a Denver flight if they receive the requested sponsorship funding. There is a general date now for summer 2025 if enough funds are raised.
        i. A motion to approve the budget was made.

2. Conversation on how RTMG might want to engage on the solutions for the Redding Sports Complex and the sand volleyball courts since they are room generators.
    a. Motion to discuss – Lindsay, seconded as well.
    b. Discussion –
        i. Ed – BL of D brought a lot of business to Redding in the first few years. Part of the turf wear was

brought on by local teams.

ii. RTMG can support at some level. Discussion around funding/support options and which might be more advantageous for overnight stays and the process of city contracts.

iii. The fields won't be ready for 2025. Planning for 2026.

c. Question asking if sponsoring $100k per year, will there still be enough to give $100k for the Denver flights to Redding Airport? Laurie and Ed confirm that there will still be $100k for the flights. Ed – RTMG is becoming a funding source for various projects, but that is okay as long as people know who is funding these projects.

d. Lindsay amends motion to discuss a multiyear funding commitment for the volleyball courts at $100k per fiscal year, and $100k for the Denver flight. Motion passes.

c. Discussion on RTMG starting up social media again.

i. Laurie notes that RTMG gets flak from meeting planners and group organizers for not having an official social media presence beyond LinkedIn. She shares why RTMG needs social media platforms for group meetings and events.

1. A motion is made to discuss the return of social media platforms.
2. Discussion about social media being a necessary part of business now. Lindsay – messaging might be confusing with both Visit Redding and RTMG. Ed – Visit Redding has done a good job with social media. Ed doesn't think it is detrimental to have both identities with a goal of heads in beds. Lodging properties need both entities promoting lodging to compete for I-5 corridor travelers. Redding has lost a lot of overnight stays in recent years from the I5 corridor.
3. Colleen shares how the fires and the summer heat have affected cancellations.
4. Danny - social media brand of Redding Lodging. The verbiage of "Choose and Visit" is confusing. Brand guidelines need to be set for social media.
5. Lindsay asks, "Do we have a budget and brand guidelines? Laurie said Yes, we have money in the budget.
6. Laurie states that RTMG needs a social media platform to promote the work the board has asked it to do. There might be a crossover in tour bus social since there will be a need to talk about the area for the visitors on the tours and what they will see.
7. Ed – Laurie needs the board's approval to start working with her team on a social media platform for RTMG. BW Hilltop has had a decline in sales and TOT. It is up to lodging properties to stay in the game and increase business.

8. Lindsay – move forward with social media, and at the next meeting, the social will be reviewed by the board.

d. Discussion on supporting a program to track payment accuracy from all properties/short-term rentals.
    i. Travis – Regarding Airbnb, VRBO, and other short-term rentals, there was a $200k gap in TOT not collected in August 2024. What ideas does the board have, in the age of technology, to ensure TOT is being collected from lodging properties and short-term rentals?
    ii. Ed states that the lodging properties on the board all have accounting in place to pay TOT, but there is a shortfall in collections from short-term rentals.
    iii. It is stated that online booking sites keep part of the taxes, with an example given. Online sites pay hotels the negotiated rate plus a 12% tax on that rate. They keep the tax on the difference the visitor pays – the gross rate – on the hotel. Travis states he was not aware of this.

e. Possible Board Director substitutions due to minimal participation. The necessary substitutions will depend upon the participation at this meeting.
    i. Two possible board positions from properties contributing 4% or more.

        1. Proposal One: Depending upon the number of seats to replace, since there aren't any more properties that fit the 4% or more category, drop those seats and drop the two matching seats for the less than 4%, if there are two open positions in that category. This solution assumes that the less-than-4 % category also requires the same number of substitutes.
        2. Proposal Two: If only one board position needs to be replaced in the 4% + contribution category, move Holiday Inn into that position, as they were the next-highest contributor able to attend and are not currently on the board. Fairfield Inn & Suites is not an option because they already opted out the first time around.
    ii. Two possible seats from the less-than-4 % election. These are the choices if substitutions are necessary in this category. If Holiday Inn is needed for the open 4%+ position, the following are choices for the less-than-4% selection to match the Holiday Inn position.
        1. The possible alternates for this category who were next in line in the elections are:
            a. Travelodge Redding
            b. Motel 6 Hilltop
            c. Boulder Creek RV
            d. Stardust Motel

Laurie explains that this year's board should drop one board member in the top category and one in the bottom category, and replace one board member. This will reduce the quorum from 16 to 14.
Motion to replace the three vacant spots made; none opposed.

f. Visitor Guides to distribute outside Redding – The CEO is requesting that the Choose Redding team print visitor guides for distribution.
    i. Draft from Choose Redding is available for review
        1. Motion made to discuss.
        2. Laurie asks for permission to distribute a Redding Visitors Guide.
        3. Julie goes over a mockup of the proposed brochure.
        4. Distribution would be via Certified Folder.
        5. Lindsay - Visit Redding already has a brochure; why can't we use theirs?
        6. Laurie shares that the hotel properties are complaining that they want a brochure in the old style, and she doesn't want to ask Visit Redding to change its brochure.
        7. Danny states that he didn't know there would be a discussion about the visitors' guide.
        8. Ed – if we are going to continue to give Visit Redding money for a visitor's guide, then RTMG shouldn't have a separate one.
        9. Discussion around whether it's better to have one brochure for Redding rather than multiple; it is less confusing for the visitor.
        10. Laurie suggests Visit Redding and RTMG meet and see if we can get together on one brochure.
        11. Danny states the contract between RTMG and Visit Redding didn't state that print and size were required. He would like to be in discussion on the timeline. Danny is open to ideas.
        12. Lindsay - There is a difference in quality and design styles. Do other cities have a list of hotels in their visitors guide?
        13. Ed suggests to put the information that is in the Redding brochure in the Shasta Cascade guide even if more space needs to be purchased in the SC visitors guide. Laurie agrees this can be done.

g. A copy of the Training Binder prototype is available for review and suggestions. It is also being sent electronically for your preview and suggestions by email.

VIII. Suggestions for the January meeting agenda

a. Presentation from Visit Redding on the Sunniest City campaign that was funded by Choose Redding Lodging.
b. Presentation by Redding Roots on the 2024 concert series

IX. Adjournment

The next Quarterly Board Meeting is planned for January 21, 2025, at the Sheraton Redding Hotel at The Sundial Bridge. Happy New Year, Everyone! Pursuant to the Brown Act, non-confidential materials related to an item on this agenda

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