



Tuesday September 28, 2022

RTMG Board of Directors Meeting Minutes

The Redding Tourism Marketing Group (RTMG) Board meeting was held on September 28, 2022 at Best Western Plus Hilltop Inn. The meeting was called to order at 10:03 a.m. by Chair Ed Rullman with the following Board Members and guests present:

RTMG Board of Directors

Position	Lodging Property	Representative	Present (Yes/No)
Chair	Best Western Plus Hilltop	Ed Rullman	Yes
Vice Chair	Oxford Suites	Ryan Rydalch	Yes
Treasurer	Sheraton Redding	Lindsay Myers	Yes
Secretary	Dave Creager	TownePlace	Yes, came at 10:10
Past Chair	Greg Knoell	Hilton Garden Inn	Yes, left at 11:00
Officer At Large	Jay Patel	Thunderbird Lodge	Yes

Redding Tourism Marketing Group Staff

Laurie Baker, CEO

Julie Finck, Marketing Director

Attending Guests:

Steve DiPaolo, City of Redding

Danny Orloff, Visit Redding

Jake Mangas, Redding Chamber of Commerce

Janelle Pierson, Bridgehouse Bed and Breakfast

Sabrina Jurisich, Film Shasta (Presenter)

Scott Kelley, La Quinta

Lanina Baker, Red Lion Hotel

Lisa Wargo, Red Lion Hotel

Meeting was called to order by the Board Chair Ed Rullman at 10:03 a.m.

I. Confirm Quorum – verbal roll call – Quorum as of 10:10 when Dave Creager arrived with Greg Knoell giving his proxy to Janelle Pierson at 11:00 a.m.

II. Introductions – of board members and guests

III. Public Comment for non-agenized items: Pursuant to the Brown Act, public comment is allowed during each public comment designated timeframe: section III is for non-designated items. Brown Act guidelines prevent board members from making decisions on non-agenized items.

- Janelle, Redding Roots Revival – The 839 tickets sold were twice as many as in previous years. To make the event successful, 31 rooms were donated, and Choose Redding sponsored a stage, and Visit Redding shot photos and video.

IV. Presentations/General Business: Shasta County Film Commission Year End Report

- In 2021 studies show film and television were the top two economic drivers in California, the assumption is that COVID was the reason.
- Current partners: Chamber, Choose Redding, Tehama Major Crimes Board, Tehama Together, Yuba Sutter Chamber of Commerce.
- Sabrina said not having an incentive program caused them to lose productions. Can't do all the events or offer welcome bags as when Film Shasta was in the CVB office and had that budget.
- Still got local productions during pandemic. The Choose Redding funds paid for three industry events and three trade magazines. Last year's work accounted for 1,066 reported room nights (Sheraton, Hilton, Gaia, AirBnB, Motel 6, Best Western, Holiday Inn). There were 189 other nights that the productions didn't report back on where they stayed.
- Getting more Indie productions which stay longer than commercial shoots.
- Want to renew funding, use for permit incentives (\$25,000) allow better tracking, hosting film fam tour (\$5,000), increased advertising and tradeshow (\$15,000), general admin (\$5,000).
- Ed comment she should speak to SCWA discussed at last meeting that some of the areas not aware we have a film commission. There is a new guard not aware of film opportunities.
- a. Public comment on items a.
 - La Quinta asked that request for funding is to RTMG for \$50,000? Sabrina said yes. Ed asked if she is getting something from Visit Redding. Sabrina said yes, Jake is giving 50K. Lindsay said amount sounded reasonable, thank you for what you do.

V. Follow-up from previous meeting

- KAN sponsorship was increased on the budget
- Spoke with Kathy Anderson about how we can support the hospitals with their recruiting. Kathy is working on getting Laurie an appointment with Matt. Laurie said she will follow up directly.
- Expedia campaign was dropped from the budget.

VI. Action Items for Board Vote

- a. Approval of June 2022 quarterly RTMG Board of Directors minutes
Lindsay Motions, Greg seconds, all in favor, approved
- b. Approval of 2021-2022 Year-end Budget to Actual
Lindsay motions, Dave seconds, all in favor, approved
- c. Discussion and Approval of the revised 2022-2023 budget
 - Dave motions, Greg seconds, to approve:
Lindsay asks Laurie to walk us through changes. Laurie says rollover has to remain in marketing and admin buckets, but 15% can be and was adjusted one category to another. Contingence and reserve money goes is saved for future emergencies like recessions.
 - Ed asks if that money is billed or do we add to it yearly? Laurie answered we add to it yearly. Laurie explains budget breakdown. Print we only do if we have leads or digital component. Visit California and Rider newsletters gave a nice web traffic bump and Visitor Guide requests. The Visit California newsletter brought 181 requests on the first day.
 - Lindsay what difference is between marketing and non-marketing sponsorships? Laurie – one can be directly associated with filling hotels and the other is set aside for more local community support.
 - Lindsay – what's Sparkloft? Laurie – they have done a good job with video content plus historically they pushed it out on social media as well. Lindsay asks if doing good job is that with ROI metrics? Laurie said yes and well received video accolades from local people.
 - Lindsay what's Noble Studios campaign? Laurie – they did the fire recovery campaign, very creative good work, but that contract has not been signed yet. Lindsay, new or existing campaign? Laurie, depends. Lindsay, we're outsourcing so much. Laurie they're experts in tourism. Ed's suggestion to put a hold on this until discussion. If we're outsourcing need examples of what that might be. Uncomfortable with high ticket items if the board doesn't know what the expected outcome would be. This will be added to a future board meeting agenda. Lindsay says that satisfies her questions.
 - Dave amends his motion that the amended budget be approved, but wait on Sparkloft and Noble studios until more is presented to the board. Greg seconds, all in favor, motion passes.
- d. Discussion on future direction of a VisitRedding/Choose Redding partnership
Ed tells the board that Visit Redding, the Choose Redding staff, Ed, and the City of Redding have had some discussions on how we bring the two organizations back together. Ed said a local hotelier asked him questions which sparked his mind to rethink why we have two groups marketing the City. He explains when we went through the reorganization process after the RFB the board talked about what we'll call ourselves, now that the Chamber has Visit Redding. Ed ways the current structure has created duplication, confusion in community, created confusion amongst us on how to move forward, what to

promote, who's in charge of what. Laurie, Visit Redding and the City met to make it smoother less complicated, how money should be spent without duplication. Ed wants feedback, this not his entity to make final decision. He states he isn't sure if there is another city with this kind of split. We're unique we had first hybrid BID in state of CA. That BID did infrastructure – Hilltop street improvements. Then after the BID expired, a new BID for all hotels was created for marketing purposes. Now the split is close to \$1M for the RTMG and \$1M for Visit Redding. Discussions have come up with some ideas of how to move forward, do we mesh what we do with the Visit Redding site? Ed states his opinion that we are known as Visit Redding, so RTMG should morph Choose Redding back into Visit Redding, eliminate Choose Redding, or find a new way of getting more heads in beds. Heads in beds is our job, marketing the whole city is the chambers job, Danny says main focus of Visit Redding is heads in beds. Ed continues with we can't confuse public and community while marketing. Ed doesn't have answers, doesn't think the board does. He says it is up to Laurie, Danny, Jake, Steve, and Kim. He says City doesn't have answers either. Says if we don't do anything other than telling Laurie to work with Danny to move forward then that would be fine.

Lindsay agrees with Ed, thinks it's more than just confusion, is double spending of funds, not most efficient spending. Are we spending \$2M in most efficient way possible, we shouldn't spend duplicate funds on things like two websites. Board has expressed desire from day one for the staff to work with Visit Redding. It should be more clear about what that means. Ed says we are, but there is competitiveness, he asked Jake to explain. Jake said it is great to be here, Jake says he understands it was blown up by council. I see that in your shoes you don't want to lose identity, you don't want to lose marketing control so you created a public facing identity. That's why it happened, Jake started off wanting to prove to everyone that he can do better work than the previous team. He now understands that is not a healthy mindset. We have had good meetings, there are more on calendar. It is important that Laurie and Jake can present a concept for the board's consideration.

Ed says it took us two years to learn, it is healthy to learn, but this is not the best from an expense side. We have a lot to offer the world. Business is starting to come back, but higher gas prices nixed that. The airport is growing, and we need to work together to get people from the airport to hotels. Could we come up with concept as group. Those are important things, not to argue over who gets to market what. Let us and Visit Redding come up with a plan and move forward with it. Ed states we need to make our community relevant. He commented on Big League dreams, the soccer park, and the aquatic center. He said people are angry at the City over the condition of BLD. The facility was not left in the condition mandated by the contract. It is not usable, which is preventing us from getting sports. A new operator has taken over, but we are least important for upgrades. It will cost \$1M per field to replace the turf and we have five fields. Ed is worried the new operator will dump

the facility on the City. Don't want to end as an organization due to complacency or arguing. We need to be ahead of the curve.

Ryan, agrees with doubling marketing efforts, can see confusion, but if either path leads to Redding it is okay, but we focus on heads in beds. Focus on infrastructure, sports facilities used to bring lots of heads in beds into the market. Maybe we let marketing go and focus on sports facilities. Ed says once the facilities are up to par then we will be marketing. Ryan said we can sponsor team registration to bring them here. Ed – BLD needs to have fields fixed first.

La Quinta – question, can the new operator ability to upgrade fields – what is making them do it? Ed said Steve might be able to answer that question. Steve said he isn't sure since he hasn't been in on those conversations. Ed – the company that took over is run by and ex MLB player. On paper the commitment is to bring the facilities back to where they should be and reopen. The community isn't sure that they will actually pay to fix the turf, that they might focus on less relevant updates, even though they are supposed to fix the turf.

Red Lion – question, when did transition happen? Ed – April or May, in progress for 1 ½ years though. Kim could tell you more. BLD was a vision to have a top of line sports facility in 2001-3ish, to be the first in the northstate. Then another opened. It was great outside business for years, but not thought out well on how to handle maintenance, and now it is only local.

Lindsay – motions the Choose Redding staff continues conversations with Visit Redding to make proposal to bring back to the board.

Ryan, can we move to make a formal special meeting on this topic prior to our next board meeting with a report from Choose Redding and Visit Redding makes a strategic plan.

Greg – gives proxy to Janelle, he can have the 19th meeting at his property.

Lindsay amends her motion to: The RTMG Board of Directors give written staff recommendations of what they would like to see in a joint strategy by Monday. Laurie will share that information with Visit Redding so they can come to the October 14 meeting with strategy ideas. Then a joint strategy will be presented to the RTMG board and the Chamber board at a special meeting in November.

Jay seconds. All in favor, motion passes.

e. Board Meeting locations:

- June 2023—Oxford Suites
- September 2023 – Hilton Garden Inn
- December 2023 – Red Lion

f. Move the December meeting to January 17, 2023

Lindsay moves, Ryan seconds

Discussion: Jay says he can't make a January meeting. Laurie says we will keep the meeting on the 20th of December and re-address it at the November meeting. Ed would like a fix to the quorum problem at the November meeting, and can keep meeting in January. Ed says the Bylaws should be amended to say the majority of people present at the board meeting make a quorum. Lindsay says can we increase board size? Laurie says it is possible, but it can't get done by November. Laurie suggested we change the % of TBID share for the next election cycle. Laurie will look into the details to see what switching from 5% to 3% would do for the board size.

No vote: moving the meeting date was tabled until the November meeting.

g. Laurie's review process

Ed says Laurie hasn't been evaluated for a while. Jay comments: before the chamber leaves the meeting, he wants to say that he agrees the two organizations should not be in competition with one another. He agrees that it is not in the best interest of Redding. He feels both offices need to leave their personal feelings at home and work for the greater good of the city. He wants to see Redding grow. We need to work together. Collaborate and move forward. Laurie clarifies that what is not being said is that the big subject on table is website – will there continue to be two websites or should the RTMG put their funds toward the Visit Redding website. Ryan envisions a list of duties split out. Ed envisions us giving them money to run website or vice versa. Laurie, again says that the two offices can't move forward with a strategy until the board shares their thoughts on wanting two websites or one. Lindsay says she will address that in the Monday email. Danny said it is more than website comes down to brand. Laurie clarifies – what Danny is saying is that the Choose Redding brand should go away, Danny agrees with a head nod – do we move forward with one brand or two. Laurie asks again for everyone to address that issue in your emails. Lindsay says it makes sense to have one site. Jake, Danny, and Steve leave the meeting.

Janelle takes the meeting back to the agenda item, saying there is too much in flux to figure out a review. Lindsay disagrees, says Laurie deserves feedback and she hasn't had any in many years. Ed says Shasta Cascade needs input and the proper choice would be that chair, Dave Gowan. Ed requested another volunteer to review Laurie, Lindsay, Jay, and Ryan volunteer. Ed says he will contact Lindsay, Greg, and Dave to discuss.

Lindsay, motions for 4 person panel (Lindsay, Greg, Dave, Ed) or subcommittee to discuss next steps for Laurie's review. Dave seconds. All in favor motion passes

- h. Public Comment on item VII a. through g.
- No public comment

VII. Future Agenda Item suggestions

Quorum, bylawas, joint strategy, date change

Ryan motions to adjorn, Lindsay seconds, all in favor, motion passes

VIII. Adjournment - Meeting is adjourned at 11:21am by Vice Chair Dave Creager.

Next regularly scheduled Quarterly Board Meeting will be held September 20, 2022; 10:00 a.m. to 12:00 p.m. at the Best Western Plus Hilltop Inn, 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 at the RTMG office located at 1699 Hwy 273, Anderson, CA 96007.

In compliance with the Americans and 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 in order for that person to participate in the public meeting. A person needing assistance should contact Lisa May, Tourism Director by email: lisa@chooseredding.com or 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.



Dave Creager - RTMG Secretary