



RTMG Board of Directors

Special Meeting Agenda

Tuesday, April 11, 2023: 10:00am – 12:00pm PST

Located at

Sheraton Redding Hotel at the Sundial Bridge, 820 Sundial Bridge Dr., Redding, CA

Phone: 530-364-2800

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 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. Public comment on section V**
 - b. Partnership progress – Jake and Laurie are working on a partnership that has the RCVB doing activities as outlined in the city contract and the RTMG working on activities outside the scope of the contract. RTMG can do some leisure campaigns working as an agency for Visit Redding when appropriate.
- VI. Follow-up from previous meetings**
 - a. Public comment on section VI**
 - b. RTMG team to show progress on the more narrowed scope website to meet the needs of meeting planners, event planners, and tour bus operators. This work is meant to be used as a template for the Visit Redding site or for a separate RTMG site. The final decision on where this is housed will be decided in the January 2024 RTMG meeting.

VII. Action Items for Board Vote

- a. **Public comment on planned discussion under section VII**
- b. Approval of December 2022 quarterly RTMG Board of Directors minutes
- c. Approval of the January 2023 special meeting minutes
- d. Approval of the YTD Budget-to-Actual
- e. Visit Redding requested the Willow billboard contract, but have sense decided they don't want it. CEO is looking for board discussion and a decision to resign the contract or discontinue use of that billboard.
- f. CEO suggests RTMG hold on to the Sacramento Airport advertising with meeting messaging to target the Sacramento business community who fly in and out of that airport.
- g. VisitRedding.org currently redirects to VisitRedding.com. Jake is fine with keeping that arrangement as is or they will take ownership before the renewal at the end of April. Looking for board approval to either pass the domain to Visit Redding or keep ownership with the current forwarding to VisitRedding.com.
- h. City of Redding agreed both RCVB and RTMG can use the old tourism content. Visit Redding has since taken the older videos down from the Visit Redding YouTube channel. Jake has given his approved to repurpose the videos as long as they do not have the Visit Redding logo. Looking for board approval for anything not repurposed for RTMG, to be repurposed for SCWA.
- i. CEO suggests RTMG diversify holdings into several local banks rather than just one. Looking for board approval to diversify into two additional local banks.
- j. CEO is suggesting a Board Retreat in June to work out a new budget and specific marketing ideas, and to have the retreat outside Redding with a moderator. RTMG budget can accommodate paying for the retreat.
- k. If groups and events is the main focus for the RTMG, then the Board of Directors might want to discuss the idea of purchasing transportation for those events. Discussion should focus on the liability verses the benefit.

VIII. Future Agenda Item suggestions

IX. Adjournment

Next Quarterly Board Meeting is planned for June 20, 2023; 10:00 a.m. to 12:00 p.m. at Oxford Suites, 1967 Hilltop Dr, Redding, CA

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.