



REDDING
Tourism & Marketing Group
LEADERS IN HOSPITALITY

RTMG Special Board of Directors Meeting
Tuesday, March 15, 2016: 10:00 a.m. to 12:00 p.m.
Red Lion Hotel | 1830 Hilltop Dr, Redding CA 96002 | 530-221-8700

If you wish to conference via telephone, please contact Chad New at 530-225-4105 at least one week prior to the meeting.

Agendas are available on-line at the Redding Convention & Visitors Bureau's website at www.visitredding.com, at City of Redding and on display at the Redding Convention & Visitors Bureau Administrative Office located at 2334 Washington Ave., Suite B, Redding, CA 96001

- I. Call to Order – Chair, David Grabeal
- II. Confirm Quorum – roll call by sign-in sheet
- III. Introductions
- IV. Approval of December 15, 2015 Minutes
- V. Public Comment
- VI. Presentations
 - A. Presentation by Kallie Markle: Signal, a social media monitoring tool that is being tested to track social media comments about Redding.
 - B. Presentation by Julie Finck: update on marketing activity
 - C. Presentation by Chad New: update on Filming in Redding & Shasta County and the Shasta Cascade Weekend Sports Festival.
 - D. Presentation by Doug Carney: update on the sponsorship funds offered to Kool April Nites
- VII. Action Items for Board Vote
 - A. Acceptance of the Financial Report
- VIII. Discussion:
 - A. Janelle Pierson will update the Board of Directors on the new lodging ordinance, at which time a discussion can be had as a group on how the ordinance will affect the Redding Tourism Marketing Group.
- IX. Adjournment

*Next Quarterly Board Meeting will be held June 14, 2016 10:00 am at the Redding Civic Auditorium. The schedule and meeting locations for the year can be found on VisitRedding.com under Board of Directors at the bottom.

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 during normal business hours at the Redding Convention & Visitors Bureau office located at 2334 Washington Avenue, Suite B, Redding, CA 96001.

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 Chad New by telephone at (530) 225-4105 or in person, or by mail at 2334 Washington Avenue, Suite B, Redding CA, 96001.