



RTMG Board of Directors

Special Meeting

Tuesday, June 14, 2016: 10:00 a.m. to 12:00 p.m.

Redding Civic Auditorium | 700 Auditorium Drive, Redding, CA 96001

Phone: 530-229-0022

If you wish to conference via telephone, please contact Laurie Baker at 530-225-4485 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 by the Chair David Grabeal
- II. Confirm Quorum – roll call by sign-in sheet
- III. Introductions
- IV. Approval of March 15, 2016 Minutes
- V. Public Comment
- VI. Presentations
 - A. Presentation by Redding Civic Auditorium
- VII. Action Items for Board Vote
 - A. Elections – Executive Board members will be voted upon at this meeting. The eight top Redding Lodging Properties contributing 5% or more of the TOT are considered Non-Expiring Directors. The remaining properties, of which eight are selected among their peers, are considered Annual Directors according to the RTMG Bylaws. The Annual Directors will have already been voted upon by the June 14th meeting; therefore, from the slate of Non-Expiring and Annual Directors elections will be held for the Executive Committee.
 - B. Cal Travel Support for a TID Protection Plan – Future TIDS's are in jeopardy due to the court case in San Diego. Cal Travel is taking a proactive role to protect the travel industry and has hired Political Solutions, Civitas Advisors, and Tourism Economics to gather data and formulate a plan. Cal Travel is asking destinations to contribute .01% of their budget for the cause, which equates to \$8,888 as a suggested amount for Redding.

- C. Proposed 2016/2017 Budget – discuss the proposed budget for next year, make suggestions and vote on what the final budget should include.
- D. Tourism Summit Update/San Francisco Chronicle Insert – the San Francisco Chronicle presented a travel section for the Shasta Cascade area at the annual tourism Summit. Plumas county and Butte County are planning to participate and it is being suggested that Redding take the center 2-page section to highlight Redding as the major hub for Shasta Cascade. The 20-page piece costs about \$50,000 and is paid by individual advertisers. The 2-page spread is the most dominate section in the insert that is 60% editorial; the 2-page spread costs \$12,998.

VIII. Discussion/Possible Direction to Staff:

- A. Airbnb – discussion needs to take place concerning VisitRedding.com and how the CVB should represent the compliant properties. Many Airbnb properties do not have their own websites, they direct clients to Airbnb. Therefore, how should the VisitRedding.com site list these properties since linking to Airbnb redirects the potential visitor to a multitude of properties located at a multitude of destinations. Once potential visitors leave the RCVB site to go to the Airbnb site, the city risks the potential of losing future business. How does the RTMG support local Airbnb properties and protect potential Redding tourism business?
- B. FAM's/Travel Writers – how to charge and for which groups
 - i. Staff would like to propose that when possible, international FAM's and travel writers receive no charge accommodations when they come from Shasta Cascade Wonderland Association; however every effort will be made to get some sort of funding to help in those circumstances.
 - ii. For FAMS and travel writers brought to Redding through the RCVB, it is being proposed that special arrangements be made to help support those endeavors. The optimal plan would be to cover the cost to the supporting lodging properties that participate and house the tour operators and travel writers so the participating properties are not paying the full cost for the benefit of everyone. Staff is suggesting that a list of peak and off season prices be established for those properties wishing to participate in this particular marketing effort. Up for discussion is other ideas that would be beneficial and acceptable to the RTMG. After the discussion, staff will proceed with communication to all Redding lodging properties.
- C. Update on the cancellation of the Shasta Cascade Weekend Sports Festival
- D. Suggestion/Discussion of a joint Board of Directors meeting in September with Shasta Cascade Wonderland Association and Shasta Cascade Education Foundation. Since the two organizations are so closely aligned, it would be

nice to have presentations on the history of each organization and their current roles in Tourism and Recreation.

IX. Miscellaneous Information:

- A. A tour will be provided by the Redding Civic Auditorium after the meeting to get a first-hand view of the facility upgrades and all that can be offered to possible event organizers.

X. Adjournment

*Next Quarterly Board Meeting will be held September 20, 2016, 10:00 a.m. at a location yet to be determined rather than Aztec Construction as listed on the website. The schedule of meeting locations for the year can be found on VisitRedding.com.

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 Laurie Baker by telephone at (530) 225-4485 or in person, or by mail at 2334 Washington Avenue, Suite B, Redding CA, 96001.