



Board of Directors Meeting Minutes

June 16, 2015: 10:03 a.m. to 11:47 a.m.

Best Western Plus Hilltop, 2300 Hilltop Drive, Redding, CA

The regularly scheduled quarterly board meeting of the Redding Tourism Marketing Group was held on Tuesday, June 16, 2015 at the Best Western Plus Hilltop in Redding. The meeting was called to order at 10:03 a.m. by Chairman Dave Grabeal with the following Board members and guests present:

David Grabeal – Chair – Hampton Inn & Suites

Ryan Rydalch – Vice Chair – Oxford Inn & Suites

Janelle Pierson – Treasurer – Bridgehouse B&B

Amy Reynolds – Annual Board Member – Fairfield Inn & Suites

Dave Creager – Non-Expiring Board Member – TownePlace Suites

Greg Clark – Deputy City Manager – City of Redding

Greg Knoell – Non Expiring Board Member – Hilton Garden Inn

Laurie Baker – Staff – CVB

Chad New – Staff – CVB

Kallie Markle – Staff – CVB

Steve Gaines – Past President – Best Western Plus Hilltop

Steve Jones – Non-Expiring Board Member – Red Lion Hotel

Tim Thompson – City of Redding

Ronda Culp – Annual Board Member - Redding's Riverside Retreat

Brandi Merkel – Non Expiring Board Member – Holiday Inn & Convention Center

Alexis Asbe – Annual Board Member - Healing House

Dave Grabeal called the meeting to order at 10:03am

Introductions

Everyone introduces themselves

Confirm Quorum

Yes, by sign-in sheet

Approval of Previous Meeting Minutes

- Steve Gaines motions to approve March 5, 2015 minutes as written and March 17, 2015 minutes as written. Janelle seconds.
 - Motion passes with no opposition.

Public Comment

- Greg Clark shared that the Public Works department is revisiting a plan to install flag holders along the sidewalk of Hilltop Drive, similar to those already in place downtown. The hoteliers and other Hilltop business owners will be notified as the plan unfolds.
- Steve Gaines updated the group that the Luis Miramontes Memorial Foundation, with the help of RTMG's sponsorship, has contributed \$100,000 to the community of Redding. Through its gifts, over 280 surgeries have been performed, and now Redding has the only California bronchoscope north of San Francisco.

Presentations

- **Presentation by Janelle Pierson owner of Bridge House Bed & Breakfast to update the RTMG Board of Directors concerning recent developments with Airbnb.com.**
 - City of Redding (CoR), along with a committee, is working on code to update and allow more permits for vacation rentals and part time BnBs. Currently, there are no vacation rental permits, only full time BnB permits, so CoR is working on changing the code as simply as possible in order to maximize compliance and collect tax. There are currently over 200 VRBOs that are not paying into the tax.

- **Progress report by Laurie Baker, CEO of the RCVB, on the Tourism Marketing Business Improvement District renewal.**
 - Laurie explains that we've already had 1 meeting at City Council, and there will be 2 more, including a public meeting tonight, where everyone from RTMG is invited to come support the TMBID. 70% of properties have signed their support. The management directive plan is complete and approved by board and city. The contract with the city is complete to collect the 1%, it hadn't been done before but it was considered a prudent move this time. If approved, the TMBID will be in place for 10 years

- **Update by Laurie Baker on the Shasta Cascade Tourism Summit.**
 - Since RTMG helps sponsor the SCWA summit, Laurie gives an update. This year's summit saw roughly the same number of attendees as 2014, and SCWA put out surveys to attendees this year to see how SCWA can improve the event and garner more attendees. The 'local ambassador' feature was well-received and will be expanded upon. The high-tide concept is popular and SCWA will include a speaker on that subject next year, probably someone from Napa, which is a destination that has done really well at eliminating silos. Dave Grabeal encourages everyone to attend next year to reinforce the synergy between SCWA and RTMG. Steve Gaines and Dave Grabeal both recommend SCWA membership, especially for businesses outside the I-5 corridor. Laurie says the 2016 SCWA Tourism Summit will be mid-March or early April, at Holiday Inn.

Action Items for Board Vote

- **2015/2016 proposed budget will be reviewed and discussed for a vote on what the final 2015/2016 budget should contain.**
 - Steve Jones motions to approve budget, Greg Knoell seconds.
 - Motion passes, no opposition.

- **The 2015/2016 marketing plan will be reviewed and discussed for a vote on what the final 2015/2016 marketing plan should contain.**
 - Laurie clarifies that this marketing plan is CVB only.
 - Ryan motions to approve marketing plan as submitted, Dave Creager seconds after a final proof read.
 - Motion passes, no opposition.

- **2015/2016 year of Board Meeting locations will be decided and voted upon to be published on the RCVB website.**
 - Laurie explains that, per the Brown Act, meetings must be set and posted online a year in advance. Chad explains that the locations can change if the host needs to book the room to a customer, we'll just have to publicize those changes. The board agrees to hold meetings at Hilton Garden Inn in September, Oxford Suites in December, Red Lion Hotel in March, and Holiday Inn in June.
 - Janelle motions to approve and publish the meeting dates and locations. Greg Knoell seconds.
 - Motion passes without opposition.

- **The 2015/2016 Redding Tourism Marketing Group Executive Committee members will be nominated and elected by the Board Members present at this meeting.**
 - Chad explains the board was voted on and is in place, and that the executive committee nominations were submitted, but positions are still available to be assigned. Dave Grabeal reads the board members, and asks if there are any other nominations. None offered.
 - Executive Board Slate:

Steve Gaines	Past Chair	Best Western Plus Hilltop
David Grabeal	Chair	Hampton Inn & Suites
Ryan Rydalch	Vice Chair	Oxford Suites Redding
Janelle Pierson	Treasurer	Bridgehouse Bed & Breakfast
Greg Knoell	Secretary	Hilton Garden Inn
Dave Creager	Officer at Large	TownePlace Suites
Brandi Merkel	Officer at Large	Holiday Inn & Convention Center
Amy Reynolds	Officer at Large	Fairfield Inn & Suites

- Ryan motions for approval of the RTMG Executive Board Slate as listed and ratification of the Board of Directors already selected by the lodging properties. Dave Creager seconds.
 - Motion passes without opposition.

Questions/Comments.

- Dave Grabeal points out the changes to the agenda per Laurie’s Brown Act training, Greg Clark reminds everyone that the agenda is also posted on a bulletin board outside City Hall.

Suggestions from Board of Directors relative to potential topics for future RTMG meetings.

- Amy suggests future discussions should include ideas for advertising our successes, specifically successes in bringing travel writers and groups to Redding.
- Janelle says that the billboard tells drivers to exit 678b but there is no exit 678b. Laurie says it was an error and that that billboard should be coming down shortly per our billboard-sharing partnership with Turtle Bay Exploration Park, and that the error won’t happen again.

Adjournment

- The meeting is adjourned at 11:47am.

*Next Quarterly Board Meeting will be held September 15, 2015 10:00 am at Hilton Garden Inn

Secretary Signature: _____
 Greg Knoell, Hilton Garden Inn