



**RTMG Special Joint Board of Directors Special Meeting with  
Shasta-Cascade Wonderland Association and Shasta-Cascade Education Foundation  
Tuesday, September 20, 2016: 10:00 a.m. to 1:00 p.m. – sandwiches provided.  
Shasta Arts Council| Old City Hall, 1313 Market Street, Redding CA 96002 | 530-241-7320**

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](http://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 – David Grabeal, Chair of the RTMG will run the meeting with Ed Rullman, President of both Shasta-Cascade Boards as support during Shasta-Cascade business.
- II. Confirm Quorum for RTMG (6), SCWA (4) & SCEF (4)– roll call by sign-in sheet
- III. Introductions
- IV. Approval of June 14, 2016 Minutes
  - A. RTMG
  - B. SCWA
  - C. SCEF
- V. Public Comment
- VI. Presentations
  - A. Soccer Park – The Redding Soccer Park was one of the local organizations the RTMG Board of Directors approved to support on the 2016/2017 budget. Even though the money was set aside, the Board will receive presentations from each organization so they can decide the actual amount of support to be offered based on the plans for the funding. This is the presentation portion of the meeting, voting on the amount of support will be later in the agenda.
  - B. Casa Superhero Run – Casa Superhero Run presented last year but did not request any funding support. This year they were added to the budget in a row that is being shared by other organizations. The presentation will



request an amount and show how that funding will be used. Voting on the amount of the support will take place in the voting section of the agenda.

- C. SCWA and RTMG Board History and Roles – A discussion covering the history of the CVB, RTMG, SCWA, and SCEF and their current roles in Tourism and Recreation will include all Board Members.
- D. A support letter that was initiated by Shasta-Cascade’s Partnership with Southern Oregon to change Lava Beds National Monument designation to a National Park will be available for anyone who wants a copy.
- E. A support letter initiated by the Fairfield CVB to Governor Jerry Brown will be available for anyone who wants a copy.

VII. Action Items for Board Vote

- A. RTMG – The 2015/2016 annual report is due September 30<sup>th</sup>, so rough draft will be distributed to RTMG Board Members for them to take with them to review and offer suggestions by September 30<sup>th</sup>.
- B. Sponsorship approvals for Soccer Park and Casa Run – RTMG
- C. Financial Approvals: Each Board of Directors will motion and second to accept their subsequent final financial numbers for 2015/2016
  - i. RTMG/CVB
  - ii. SCWA
  - iii. SCEF
- D. Final Budgets: Each Board of Directors will motion and second to approve their subsequent revised 2016/2017 budgets.
  - i. RTMG/CVB – Revised Budget
  - ii. SCWA – Revised Budget
  - iii. SCEF – Revised Budget
- E. Redding’s ballot measures D & E will have an influence on future tourism for Redding. How should we provide support, if any, (non-financial) be given to this ballot measure.

VIII. Discussion/Possible Staff Direction:

- A. San Francisco Chronicle – All Board Directors will discuss the successes or challenges of the San Francisco Chronicle travel insert and the possibility of doing it again in 2017.
- B. 2017 Shasta Cascade Visitors Guide & Ad Space – All Board members will discuss support and options for the 2017 Shasta-Cascade Visitors Guide and the 2017 Tourism Summit.



## IX. Adjournment

Next quarterly RTMG Board Meeting will be held December 20, 2016 at 10:00 am at Aztec Construction and Restoration, 4361 Caterpillar Road, Redding, CA.

The next quarterly Shasta Cascade Board Meeting will be held December 13, 2016 at 10:00 at the California Welcome Center in Anderson.

The schedule of RTMG meeting locations for the year can be found on [VisitRedding.com](http://VisitRedding.com).

Pursuant to the Brown Act, non-confidential materials related to an item on this agenda submitted to the Redding Tourism & Marketing Group (RTMG) 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. Agenda's for RTMG and Shasta-Cascade are housed on their perspective websites.

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.