



REDDING

Tourism & Marketing Group
LEADERS IN HOSPITALITY

Board of Directors Meeting Minutes
September 15, 2015: 10: 00 a.m. to 11:30 a.m.
Hilton Garden Inn

The quarterly board meeting of the Redding Tourism Marketing Group was held on Tuesday, September 15, 2015 at Hilton Garden Inn in Redding. The meeting was called to order at 10:03 a.m. by Chairman David Grabeal with the following Board members and guests present:

Board Members

Steve Jones – Non-Expiring Board Member – Red Lion
David Grabeal – Chair – Hampton Inn & Suites
Ryan Rydalch – Vice Chair – Oxford Inn & Suites
Janelle Pierson – Treasurer– Bridgehouse B&B
Ed Rullman – Non-Expiring Board Member – Best Western Plus Hilltop
Jay Patel – Annual Board Member – Thunderbird Lodge
Greg Knoell – Secretary – Hilton Garden Inn
Heather Tremblay – Annual Board Member – Grace Manor
Amanda Rollins – Officer At Large – Holiday Inn

Guests

Alexis Asbe – Attendee – Healing House
Judy Salter – Attendee – Community Services Advisory Commission
Chad New – Attendee – CVB
Julie Finck – Attendee – CVB
Lynnann Foster – Attendee – CVB
Laurie Baker – Attendee – CVB
Kallie Markle – Attendee – CVB
Jake Mangas – Attendee – Run 4 CASA
Suzanne Birch – Attendee – Run 4 CASA
Greg Clark – Attendee – Deputy City Manager - City of Redding

Meeting Called to Order at 10:03 by Chairman David Grabeal

Quorum is confirmed and roll call established via sign-in sheet

Introduction of new RCVB staff and of all meeting participants

Approval of June 16, 2015 Minutes

Ed motions to approve, Janelle seconds. No discussion. Motion passes unanimously.

Public Comment

None

Presentations

- Presentation by Run 4 CASA to explain how Redding has supported the event historically.
- Update by Janelle Pierson, concerning recent developments with Airbnb.com.
- Marketing Presentation by Kallie Markle to show a summary of Marketing done in 2015.
- Presentation by Kristen Schreder to report on progress on The Redding Area Homelessness Coalition Project.

Action Items for Board Vote

- CVB Annual Report – discuss changes to be made to the Annual CVB Report before it is submitted to the City of Redding.
 - Laurie explains that there are still changes being made, but that the annual report focuses on the new, different things done in 2014-15 rather than repeating everything done on a regular basis. She points out the edits that were made since she emailed the previous draft to the board. Dave G. appreciates the graphs that breakout different parts of the budget and feels the add-ins of reviews and graphics are important. Ed feels the report makes it easy to show the SCWA what Redding does for it. He feels the SCWA wouldn't be the same without RCVB and vice versa.
 - Ed motions to accept the annual report as presented. Greg Knoell seconds. No discussion. Motion passes unanimously.

- Final Budget (Yearend numbers) – Now that the books have been closed and final contracts have been signed for the upcoming year, the adjusted RCVB/RTMG 2015/2016 budget is being presented for discussion and approval based on discussion.
 - Laurie explains adjustments to the budget, and would like the board to consider maintaining a contingency fund. Dave G. asks that, since there's usually rollover anyway, does she mean to have a dedicated line item for it? Laurie worries that if there's a line item it would make it hard to use it. Ed suggests talking to the accountant. Next, Laurie points out the local marketing line item to make sure the board truly accepts it, since they didn't discuss it at the last vote. Alexis asks about the Pandora budget and why the total changed so much from last year to next. Laurie explains that our results aren't in from Pandora yet and so we haven't decided whether to keep spending with Pandora. Alexis would like to see more reporting of results and analytics in the future. Chad points out that reporting is sometimes difficult, ie people hearing a radio ad but not necessarily clicking. Alexis feels it would help if the lodging properties surveyed guests, and Dave G agrees, and says that they all do it their own way. Laurie asks if CVB should create something to facilitate that. Ryan addresses the sponsorship request opportunity and asks if there have been any requests. Chad explains that there hasn't been anything to report, and that he's found that pursuing strategic partnerships to sponsor might be better than just opening the door to any event, and explains the work that's gone into the upcoming triathlon. Heather believes using RTMG funding to extend marketing efforts would be helpful. Dave G circles back to Kristen Schreder's presentation and wonders if some of the local sponsorship money should go to Kristen's efforts. Alexis and Ed express agreement, but Ed suggests approving the budget first, then circling back to the subject under a different section. Alexis feels any community improvement is marketing.
 - Janelle motions to accept 15/16 budget as presented. Dave C. seconds. No discussion. Motion passes unanimously
 - Ed motions that \$2500 is given to Phase II of the Redding Area Homeless Coalition Project's Strategic Plan Addressing Homelessness. Ed amends motions to \$5000. Janelle seconds. No discussion. Motion passes unanimously.
- Specific discussion concerning local events

Discussion:

CVB is open to ideas for advertising our successes, specifically successes in bringing travel writers and groups to Redding. Laurie explains the local newsletters. Dave G. wonder if other vehicles – ie presenting to local groups and service clubs – might be a good way to advertise our successes. Judy asks how long it has been since CVB has presented to anyone, Laurie says at least a year. Greg C. believes there are ways to get the message out via social media. Alexis points out that including 'what's in it for you' is important. Janelle wonders if it's possible to work with the Record Searchlight to reprint positive press. Dave C. wants successes, positive press, etc. shared with the board on a more regular basis.

Staff/Board Information - Questions/Comments

Note: Kallie and Julie are working with travel writers on a monthly basis and will be contacting you for accommodations. Julie shares that a previous sweepstakes winner visited the CVB booth at last weekend's Mountain View Art & Wine Festival and had glowing things to say. Alexis mentions the wedding trend of hashtags and photo booths, Janelle feels that could be partnered with CASA and other events. The idea is floated to create a place to take an event or Redding-specific selfie in hotel lobbies with a corresponding hashtag.

Adjournment

- Board member motions to adjourn the meeting.
 - A different board member seconds.
 - Vote: All in favor. 0 opposed. 0 abstained. Approved.
 - Meeting is adjourned at 11:57 a.m.