



REDDING
Tourism & Marketing Group
LEADERS IN HOSPITALITY

Board of Directors Meeting Minutes
December 15, 2015: 10: 00 a.m. to 11:30 a.m.
Holiday Inn & Convention Center

The quarterly board meeting of the Redding Tourism Marketing Group was held on Tuesday, December 15, 2015 at Holiday Inn & Convention Center in Redding. The meeting was called to order at 10:02 a.m. by Chairman David Grabeal with the following Board members and guests present:

Board Members

David Grabeal – Chair – Hampton Inn & Suites
Ryan Rydalch – Vice Chair – Oxford Inn & Suites
Ed Rullman – Non-Expiring Board Member – Best Western Plus Hilltop
Greg Knoell – Secretary – Hilton Garden Inn
Todd Yohn – Non-Expiring Board Member – Red Lion Hotel
Brandi Merkel – Officer at Large– Holiday Inn & Convention Center
Janelle Pierson – Treasurer– Bridgehouse B&B
Dave Creager – Officer at Large – Townplace Suites
Alexis Asbe – Board Member – Healing Houses
Ronda Culp – Board Member – Redding’s Riverside Retreat
Heather Tremblay – Board Member– Grace Manor

Guests

Chad New – Attendee – CVB
Julie Finck – Attendee – CVB
Lynnann Foster – Attendee – CVB
Laurie Baker – Attendee – CVB
Kallie Markle – Attendee – CVB
Greg Clark – Attendee – Deputy City Manager - City of Redding
Brent Weaver – Redding City Council
Judy Salter – Attendee – CSAC

Meeting Called to Order at 10:02 am by Chairman David Grabeal

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

Introduction of meeting participants

Approval of September 15, 2015 Minutes

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

Public Comment

None

Presentations

- Presentation by Kool April Nites as to how their sponsorship money helps their efforts at building Kool April Nites
 - Doug Carney was not able to attend, this presentation will be rescheduled to a later date.
- Presentation by Chad New about Shasta Cascade Sports Festival in May of 2016.

- Chad explains the opportunity with banners on Hilltop and maybe downtown. AA estimates 2,000 participants. Chad explains that they come in on Thursday, race Sat and Sun, travel back Monday.

Action Items for Board Vote

- New Mission Statement for the RCVB – newer version of the mission statement will be presented and discussed.
 - Dave Grabeal explains the creation process for the mission and vision statements.
 - Greg Knoell motions to approve mission and vision statements. Dave Creager seconds.
 - Motion passes unanimously.
- Financial Update – update on cash spent so far on programs planned for the year. This is the first time a printout from the Peachtree accounting system will be used for the update. The budget was added as close as possible to match the accounting codes in the system.
 - Laurie explains the process for the new members and the new Peachtree system for everyone.
 - Janelle motions to approve the new format with the addition of a balance sheet. Dave C. seconds.
 - Dave Grabeal clarifies that the old budget will need to be approved twice a year and the new system twice a year.
 - Motion passes unanimously.

Discussion:

- Crime Prevention discussion with Councilman Brent Weaver & Chief Paoletti
 - Chief explains that the lack of low-income housing in Redding is part of the issue, sending people into problem hotels.
 - Brent asks for RTMG's feedback on the city's plan for stable, long term code enforcement funding.
 - Brent promises to circle back in a few months.

Staff/Board Information - Questions/Comments

- Dave Grabeal seeks meeting hosts for September and December 2016, Alexis volunteers.

Adjournment

- Ed motions to adjourn the meeting.
 - Ryan seconds.
 - Vote: All in favor. 0 opposed. 0 abstained. approved.
 - Meeting is adjourned at 11:46 a.m.