



REDDING
Tourism & Marketing Group
LEADERS IN HOSPITALITY

Board of Directors Meeting Minutes
March 15, 2016: 10:00 a.m. to 12:00 p.m.
Red Lion Hotel, 1830 Hilltop Dr. Redding, CA 96002; 530-221-8700

The Redding Tourism Marketing Group quarterly board meeting was held on Tuesday, March 15, 2016 at Red Lion Hotel in Redding. The meeting was called to order at 10:00 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
Mitch Van Wormer – 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 House
Jennifer Windham – Board Member – Redding Travelodge

Guests

Chad New – Attendee – CVB
Julie Finck – Attendee – CVB
Laurie Baker – Attendee – CVB
Kallie Markle – Attendee – CVB
Greg Clark – Attendee – Deputy City Manager - City of Redding
Doug Carney – Attendee - Kool April Nites
Judy Salter – Attendee – CSAC

Meeting Called to Order at 10:00 am by Chairman David Grabeal

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

Introduction of meeting participants

Approval of December 15, 2015 Minutes

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

Public Comment

None

Presentations

- Presentation by Kallie Markle: Signal is a cross-platform media monitoring tool that is being used to track conversation about Redding. There are many ways that we utilize this tool. We can: provide real-time response if there is a negative issue or if someone has questions about Redding; identify and engage influential authors to promote Redding; track the success of social media marketing campaigns over time and location; track the highest performing topics (ie biking, Lassen) over time; and more.

Kallie explains that positive sentiment about Redding outweighs the negatives by leaps and bounds: the sentiment about Redding is 91% positive.

- Presentation by Julie Finck: update on marketing activity, including Cycle California, Sunset Magazine national park issues, Via advertorials and itineraries and sponsored advertorials.
 - When will mobile site be up? Hopefully by the annual report.
- Presentation by Chad New: update on Filming in Redding & Shasta County and the Shasta Cascade Weekend Sports Festival.
 - Greg, is there a person in LA who could lobby for shows to be filmed up here? Chad will look into this. Are there incentives we can put in place? What do other Counties do? Chad will look into this.
 - Ed: What is the status of the Forest permit? Judy/Ed, is it going to go through? Chad explains that the permit application has been submitted to the Forest Service as requested, the boat ramp/concessionaire agreement has been signed by both parties, and the forest service submitted a letter of intent about 6 months ago, stating that if the application is submitted in full, they would move forward processing the permit.
 - Judy: Who is responsible for the sponsorships? Chad explains that the organizer is responsible, but we will help make connections and support the efforts.
- Presentation by Doug Carney, President of Kool April Nites: updated the board on the sponsorship funds given to Kool April Nites
 - Doug is providing a mug as a gift to the participants with our logo on it. 400 registrants show up between Wednesday and Friday of the event which makes it a nail biter, so the donation from RTMG helps to pay the hard cost so that they can be comfortable and keep moving forward. The tent alone is \$30,000. They are an all-volunteer group, 225-250 volunteers help with the event. They utilize "Raffle City" to collect more funds and they sell local advertising. KAN is a 501c3 non-profit, so they give back to the youth groups. It costs 200-250k to put on the event, but give back 40k to the kids.
 - Ed believes about 4 events like KAN would really impact the community. Maybe we can make it grow a couple nights, would be his only suggestion.
 - Doug is looking at the impact of the show while recruiting vendors from out of the area. Saturday is the only big day for them, so they are looking at adding to the expo so they can attract high-end vendors. Maybe show and shines would be at the Civic so that the expo can be well attended. Possibly adding to the tent plan. Now they let a charitable organization use the tent for their own revenue, Doug suggests maybe they could add their own event.
 - Doug believes 60% of the participants come from out of town. No online success so far for tickets. Alexis suggested using events.com to get the emails and zip codes from the participants.
 - The Visit Redding and RTMG logos are in radio, TV, the website and print media.

Action Items for Board Vote

- 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.
- The Balance Sheet combined both Shasta-Cascade and Redding figures so once those figures are split, the balance sheet will be presented at the next meeting.
- Ed motions to accept the financials.
 - Alexis Asbe seconds.
 - Vote: All in favor. 0 opposed. 0 abstained. Approved.

Discussion:

- Janelle Pierson updates the Board of Directors on the new lodging ordinance, at which time a discussion can be had as a group on how the ordinance will affect the Redding Tourism Marketing Group.
 - City council has approved the code for short term rentals. The effective date is March 18th now, not the 1st. We will not have the notices for a while as to who has filed.
 - Two types: Hosted Home Stay; basically a business license for part time. They have to live at their house, limited to 180 room nights per year, and can only have 2 rooms. City Council plans to discuss again in 6 months.
 - Second type is a Vacation Rental, under 30 days per month. They have to get a sight development permit, like Bed and Breakfasts. The city lowered the rate to \$300, figuring that amount will not hinder compliance. They want to make sure that people will actually file for the permit.

Adjournment

- Dave Creager motions to adjourn the meeting, motion seconded
 - Vote: All in favor. 0 opposed. 0 abstained. approved.
 - Meeting is adjourned at 11:57 a.m.