



**REDDING**  
Tourism & Marketing Group  
LEADERS IN HOSPITALITY

**March 21, 2017**

**RTMG Board of Directors Meeting  
MINUTES**

The Redding Tourism & Marketing Group quarterly board meeting was held on March 21, 2017, at Best Western Plus Hilltop located at 2300 Hilltop Drive, Redding, CA, 96002. 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, Hampton Inn & Suites - Chair  
Ryan Rydalch, Oxford Inn & Suites - Vice Chair  
Janelle Pierson, Bridgehouse B&B - Treasurer  
Greg Knoell, Hilton Garden Inn - Secretary  
Dave Creager, TownePlace Suites - Officer at Large  
Brandi Merkel, Holiday Inn & Convention Center - Officer at Large  
Alexis Asbe, Papa's House - Annual Board Member Director  
Heather Tremblay, Grace Manor - Annual Board Member  
Mitch Van Wormer, Red Lion Hotel - Non-Expiring Board Member  
Ed Rullman, Best Western Plus Hilltop - Non-Expiring Board Member  
Stephen Jones, Motel 6 Central - Board Attendee

**Redding Convention & Visitor's Bureau Staff:**

Laurie Baker, CEO  
Julie Finck, Marketing Coordinator  
Sabrina Charlson, Sports & Film Commissioner  
Jennifer Fontana, Industry Relations & Group Coordinator

**Attending Guests:**

Greg Clark, City of Redding Deputy City Manager  
Jake Mangas, Redding Chamber of Commerce President & CEO  
April LaFrance, Chartwell Consulting - Presenter  
Jenny Lynn, Chartwell Consulting - Presenter

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**I. Meeting is Called to Order at 10:00 a.m. on March 21, 2017, by Chairman David Grabeal**

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

**III. Introductions of meeting participants:**

- Special introduction is done by new CVB staff member Sabrina Charlson describing her background and role at the CVB with local events and as the Sports and Film Commissioner.

#### **IV. Approval of December 20, 2016, Minutes:**

Ed motions to approve minutes from December 20, 2016, meeting, Janelle seconds.

- No discussion.
  - All in favor, zero opposed, zero abstained. Motion passes.

#### **V. Public Comment:**

- Stephen speaks to the board and attendees about the investment Motel 6 has made into its three motels in Redding. They have substantially decreased the amount of calls made out to the property by law enforcement.

#### **I. Presentations:**

##### **A. Confidential project presentation:**

Ed stresses the importance of keeping this project confidential for various reasons. Presenters April LaFrance and Jenny Lynn Buntin start by providing information about themselves, then they moved onto the details of the presentation.

##### **Discussion:**

Alexis asks about measurable results of the project. Jenny Lynn gives an example of a town in Georgia seeing an overall increase in tax revenue of 15-20 percent every year.

##### **B. Short marketing update presentation:**

Julie gives a short marketing presentation covering the *Mayor's Mt. Bike Challenge* commercial, the newer *In Flight Media* commercial, current billboards, the two newsletters that went out and what they covered. After the presentation, Dave informs everyone there are copies of the January and February Community Services Advisory Commission (CSAC) reports available for anyone interested in getting a copy.

#### **I. Action Items for Board Vote:**

##### **A. Acceptance of the Current Financial Report**

Alexis motions to accept current financial report, Ryan seconds.

- Discussion: Ed mentions the general ledger does not need to be emailed to board members unless requested. Dave Grabeal states that it has never been done before and will probably only happen every few years.
  - All in favor, zero opposed, zero abstained. Motion passes.

##### **B. Acceptance of uniform lodging property guest invoicing**

Ed motions to accept uniform lodging property guest invoicing, Dave Creager seconds.

- Discussion: Overnight lodging property invoices should be uniform in how taxes and assessments are presented to overnight visitors. Alexis asks about reporting of taxes. Laurie explains the assessment and tax needs to be separated on the invoice.
  - All in favor, zero opposed, zero abstained. Motion passes.

##### **C. Turtle Bay Sponsorship Request**

Mitch motions to accept a \$5,000 Turtle Bay Sponsorship. Motion receives a second.

- Discussion: Laurie explains that Turtle Bay Exploration Park has been a great partner with the RCVB and is requesting \$5,000 to help with their new Mythic Creature exhibit. Dave Grabeal states that the RCVB supports Turtle Bay because it is a big draw for tourists and therefore benefits all properties. Greg Clark says he is on the finance committee for Turtle Bay and the new exhibit is a blockbuster and he feels it will draw lots of people. Ed says a video is needed for the RCVB to help market the exhibit and he would be willing to show it at the front desk of Best Western Plus Hilltop Inn.
  - All in favor, zero opposed, zero abstained. Motion passes.

**A. World Series Sponsorship Request**

Dave Grabeal asked for a motion, none was offered, therefore the motion did not make it to the floor for discussion.

- No Motion to pass.

**E. Sports Festival Sponsorship Request:**

Motion on the floor to set aside \$20,000 for a 2018 Triathlon Sports Festival if the festival becomes a reality. Alexis seconds.

- Discussion: Dave gives brief overview of the previous and current Sport Festival highlighting that the reason the last attempt was unsuccessful is due to the fact that funds were not secured before moving forward with the event. A new group of local leaders have been working for the past six months to regroup and plan for a future sports festival and are currently looking for sponsor guarantees before they make any final commitments. The Sports Festival Committee is looking for an in-kind advertising commitment from the RCVB along with a \$20,000 cash commitment. Money will come from the TMBID budget and there is already a line item for it from last year.
  - All in favor, zero opposed, zero abstained. Motion passes.

**VIII. Adjournment**

Ed motions to adjourn, Dave Creager seconds.

- All in favor, zero opposed, zero abstained.
  - Motion to adjourn passes and meeting is adjourned at noon.

\*Next Quarterly Board Meeting will be held June 20 at Oxford Suites located at 1967 Hilltop Drive, Redding, CA, 96002. The schedule of meeting locations for the year can be found on VisitRedding.com.

Pursuant to the Brown Act, non-confidential materials related to an item on this agenda submitted to the Redding Tourism & Marketing Group 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.

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.

Secretary Signature \_\_\_\_\_  
Greg Knoell – Hilton Garden Inn

Date \_\_\_\_\_