

Community Services Advisory Commission
Special Meeting
City Hall - Caldwell Park Conference Room
777 Cypress Avenue
Redding, California
April 8, 2015

MINUTES

The meeting was called to order at 4:43 p.m.

ATTENDANCE

The following Commissioners were present: Robert Brennan, John Deaton, Erin Resner and John Wilson. Commissioner Judy Salter was absent. Also present were Deputy City Manager Greg Clark, Community Services Director Kimberly Niemer, Management Analyst Matthew McCallum, Parks Superintendent Paul Anderson and Executive Assistant Eric Fischer.

THE SERVICE AGREEMENT WITH SHASTA CASCADE WONDERLAND ASSOCIATION AND THE REDDING TOURISM MARKETING GROUP

Community Services Director Kimberly Niemer introduced Deputy City Manager Greg Clark. Deputy City Manager Clark thanked the Commission for the opportunity to speak.

For the presentation and discussion, Deputy City Manager Clark included the service agreement with Shasta Cascade Wonderland Association and Redding Tourism Marketing Group as well as a set of accompanying handouts, attached and incorporated herein by reference.

Deputy City Manager Clark stated that the current item up for discussion is the second five-year agreement with the Shasta Cascade Wonderland Association (SCWA) and the Redding Tourism Marketing Group. The agreement is funded from the transient occupancy tax (TOT) collected by the City. Total compensation for the fiscal year 2014-2015 was \$932,250. This amount is adjusted upwards or downwards based on the change in TOT collected from the proceeding April through March as compared with the same period the year before. The adjustment is 25 percent of the actual difference. The annual contract represents approximately 23% of the total TOT collected by the City.

Deputy City Manager Clark stated that the current agreement terminates on June 30, 2015. There have been minor changes in the new five-year contract. Key points of the contract include compensation and termination. No less than 25% of the compensation shall be allocated for direct advertising, marketing opportunities and public relation efforts for the benefit of Redding. Either party can give 180 days notice for termination of the contract without demonstration of cause. Either party can terminate the contract with 10 days notice if there is cause.

Deputy City Manager Clark stated that SCWA's responsibilities include employing at least three full-time marketing professionals, one of whom is the designated film commissioner for Shasta County. SCWA is obligated to provide at least three separate, four-color marketing brochures. They are required to provide walk-up visitor information services at least five days a week and eight hours per day. Additionally, they are expected to work with the Civic Auditorium to promote conventions and trade shows.

Deputy City Manager Clark stated that the agreement with SCWA has been a cost-effective mechanism for providing a full range of tourism-promotion services. Under the SCWA's operation, the Redding Convention and Visitors Bureau has made significant improvements to its marketing materials. There have been a number of Internet-based and online marketing implementations which have taken advantage of new technologies. Additionally, there have been increased activities with the Film Commission to promote the Redding area to video and filmmakers. Since 2010, the amount of TOT revenue received by the City has increased annually, even during the recession period.

Deputy City Manager Clark recommended that the new agreement with SCWA be approved. He then introduced Laurie Baker, General Manager of Shasta Cascade Wonderland Association.

Ms. Baker thanked Deputy City Manager Clark. She expressed appreciation for the wonderful relationship between the SCWA and the City.

Commissioner Wilson asked about examples of what the SCWA has been able to accomplish. Ms. Baker talked about the work that is done with travel writers. She discussed the positive developments going on in conjunction with Chad New, Director of Industry Relations & Sales at the Redding Convention & Visitors Bureau. Additionally, she brought-up examples from the Film Commission as well as the new website. She discussed different aspects related to Internet marketing. Ms. Baker described SCWA's efforts to produce distinct commercials to go after different demographics. Additionally, she stated that there is a jingle being composed for the City of Redding.

Director Niemer pointed out that SCWA produced the City's trails video.

Commissioner Deaton inquired about the SCWA's relationship with Visit California. Ms. Baker stated that there is a close relationship. Making sure to have Redding included in Visit California videos is one of the aspects of the relationship which she discussed. She mentioned that Visit California is also doing a number of panorama photos in the Redding area for Google Maps.

Commissioner Deaton pointed out that it seemed like Redding did not get a lot of exposure on the Visit California website. Ms. Baker agreed and then talked about how a lot of the attention goes to the Southern California tourist areas.

Commissioner Deaton commented that he could not find Redding events on the SCWA's website. Ms Baker said that they would make sure to address this.

Commissioner asked if anyone had any additional questions.

Ms. Baker thanked the Commission for opportunity to speak.

Motion: To approve the second five-year agreement with the Shasta Cascade Wonderland Association and Redding Tourism Marketing Group.

(Made by Commissioner Brennan, Seconded by Commissioner Wilson)

AYES: Commissioners Brennan, Deaton, Resner and Wilson

NOES: None

ABSTAIN: None

ABSENT: Salter

Motion Carries

ADJOURNMENT

There being no further business regarding the service agreement with Shasta Cascade Wonderland and Redding Tourism Marketing Group, Chair Resner adjourned the meeting at 5:08 p.m.



Erin Resner, Chair