

Community Services Advisory Commission  
Special Meeting  
Redding Convention Center  
700 Auditorium Drive, Redding, CA  
August 13, 2009, 7:04 a.m.

## Minutes

### **ATTENDANCE**

The meeting opened with the following Commissioners present; Susan Hinz, Leona McCoach, Adam McElvain, Judy Salter and Jason Waybright.

Also present were Convention Center Manager Chris Gonzalez, Tourism Officer Bob Warren, Tourism Development Representative Angela Byrd, Management Analyst Michele Davis, and Executive Assistant Erica Thomas.

### **PUBLIC COMMENT**

None

### **CONVENTION VISITORS BUREAU OPERATIONS REVIEW**

Tourism Officer Warren presented a PowerPoint presentation showing the operations, expenditures, personnel budget, and projections of the Convention Visitors Bureau. A copy of the presentation is attached. Commissioner Salter requested to see the mentioned Economic Impact Study, conducted by Chico State, which shows tourism as one of the top five largest economic impacts in the region. Tourism Development Representative Byrd agreed to provide the information. Commissioner McCoach requested charts showing room nights accumulated for Convention Center events vs. room nights accumulated for conventions at other venues. Tourism Officer Warren agreed to provide that information at a later date.

Commissioner Salter requested that on all upcoming Community Services Advisory Commission monthly reports the room nights be broken down between the Convention Center event usage and other venue convention usage. Tourism Officer Warren and Convention Center Manager Gonzalez agreed.

### **PRIORITY SETTING**

Commissioners talked about the top priorities to deliberate at the next special meeting. Commissioner McElvain advised the directive from the Redding City Council was to determine if the Convention Center annual \$900,000.00+ loss was something that could be overturned and, if not, was privatization a possibility? In addition, the Commissioners discussed what percentage of local organizations which currently use the Convention Center for annual events could relocate to another venue. Commissioner Salter requested from Manager Gonzalez a comparison chart for other facilities both in the Redding area and other surrounding areas. Commissioner McElvain advised he would collect information regarding facilities that

were once a public entity and have since privatized to show success/failure rate.

Commissioner Salter requested that Management Analyst Davis inquire with Rick Duvernay, City Attorney, about the legality of the City of Redding “forgiving” the debt services currently plaguing the Convention Center. Ms. Davis agreed to inquire and provide written documentation with the legal answer. It was collectively decided the following group should be available for discussion at the next meeting:

- 1. Hoteliers** - Steve Gaines, President - Building Improvement District, will be contacted by Commissioner Judy Salter to see if he can attend the next meeting and speak on the behalf of hoteliers in the area;
- 2. Airport** - Rod Dinger, Airports Manager, will be contacted by Commissioner Susan Hinz to see if he can attend the next meeting and answer critical questions regarding airports and local airline travel;
- 3. Convention Center** - Chris Gonzalez, Convention Center Manager, was asked to present additional budget information and strategies on “closing the gap” of expenditures vs. revenue at the Convention Center.

#### **COMMISSIONER COMMENTS**

None

#### **ADJOURNMENT**

There being no further business, at the hour of 9:27 a.m. Chair Salter declared the meeting adjourned.

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Judy Salter, Chair