

Community Services Advisory Commission
Special Meeting
Redding Convention Center
700 Auditorium Drive, Redding, CA
December 15, 2009, 4:00 p.m.

Minutes

ATTENDANCE

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

Also present were Convention Center Manager Chris Gonzalez, Convention Center Facility Supervisor John Johnson, Support Service Director Gerry Kersten, Management Analyst Michele Davis and Tourism Manager Bob Waren.

PUBLIC COMMENT

Sam Cannell from the Rodeo Association addressed the Commission about how the Convention Center and the box office has served the Redding Rodeo. He is happy with the current relationship between the two organizations and would not like to see things change.

Commissioner Salter asked about the status of the relocation of the rodeo grounds and the future plans for such a relocation and if the Fairgrounds are a possibility Sam responded that there have been many plans over the years and at this point it is unknown what will happen. The Fairgrounds is being looked at.

Commissioner McCoach inquired about the length of the current lease between the City and the Rodeo Association and Support Services Director Kersten responded that they are currently in negotiations for a new lease and it anticipated to be a five year lease. The Rodeo Association is looking at putting in approximately \$65-80,000 worth of ADA improvements at the Rodeo Grounds.

PRESENTATION AND DISCUSSION OF CONVENTION CENTER MARKETING PLAN

Convention Center Manager Gonzalez made a PowerPoint presentation regarding Convention Centers Marketing Plan. The main thrust of the plan is to increase the week day use of the facility.

Part of the plan is to use some of the social networking sites on the internet. Commissioner Salter expressed a concern about enough staff to handle this. Convention Center Manager Gonzalez assured her that they have planned out their schedules to handle the work load.

Commissioner McCoach inquired about who was responsible for marketing the Convention Center. Was it the Convention and Visitors Bureaus responsibility? Tourism Manager Warren clarified that it was the CVB's responsibility to put "heads in beds" and not their mission exclusively to put people in the Convention Center. It is their mission to bring people to Redding.

A discussion occurred as to whether it was possible to reorganize the CVB and the Shasta Cascade Wonderland Association to allow an employee to dedicate time to marketing the Convention Center. It was explained that due to the few employees, it was not possible.

COMMISSIONER COMMENTS

Commissioners were all general pleased with the plan. Commissioner Salter is still struggling with so much of the TOT going to the Convention Center when they create so little of that revenue. She is hoping that the marketing plan will help to generate more revenue to reduce the need for reliance on TOT.

NEXT STEPS

Commissioner McCoach requested that staff draft a report to go to Council with a recommendation based on the information gathered to this point. Support Services Director Kersten agreed that this would be a good time to do that.

The meeting was adjourned 5:45 pm.