



**\*\*REVISED\*\* Regular Meeting Agenda  
Santa Monica Travel & Tourism Board of Directors**

**Date:** Wednesday, April 12, 2017  
**Time:** 5:00 p.m.  
**Location:** SMTT, 2427 Main Street, 1<sup>st</sup> Floor Conference Room

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**Meeting Agenda for April 12, 2017**

- I. Call to Order .....Chairman Lunetta
- II. Roll Call.....Chairman Lunetta
- III. Chair Report .....Chairman Lunetta
- IV. City Manager Report..... Cole
- V. Approval of the February 8, 2017 Minutes ..... Vice Chairman Flynn
- VI. Acceptance of January & February 2017 Financials .....Treasurer Chacker
- VII. Staff Updates..... Kerns
- VIII. Break Into Lanes of Work..... All
- IX. For the Good of the Order.....Chairman Lunetta
- X. Adjournment.....Chairman Lunetta

**Reminder:** 8<sup>th</sup> Annual Tourism Summit – May 12, 2017 at Loews Santa Monica Beach Hotel

\* Please note - Press clippings will be emailed to you for review and sharing purposes.

**MISSION STATEMENT**

Santa Monica Travel and Tourism (SMTT) works to increase visitor expenditures and tourism revenues through promotion of the area as a travel destination.

**BRAND PROMISE**

Santa Monica...an unforgettable beach city experience filled with eye-catching people, cutting edge culture and bold innovations. It's the essence of the California lifestyle.

**VISION STATEMENT**

To ensure Santa Monica is recognized as the premier beach city destination in the world.