

**SANTA MONICA TRAVEL & TOURISM (SMTT)**  
Regular Meeting of the Board of Directors  
Le Meridien Delfina, 530 Pico Blvd., Santa Monica, CA 90405  
Wednesday, February 8, 2017  
5:10 p.m. – 6:26 p.m.

**Board Members Present:** Raphael Lunetta (Chair), Nicole Flynn (Vice Chair), Richard Chacker (Treasurer), Ellis O'Connor (Secretary), Paul Leclerc, Albin Gielicz, Jeff King, and RoseMary Regalbuto.

**Board Members Absent:** Juan Viramontes, Darlene Evans and Rick Cole.

**Staff Present:** Misti Kerns, Kim Sidoriak, Gary Starr and Monique Haslock.

**Additional Attendees:** Samantha Rosenbaum and Garrett Wong (City of Santa Monica, Office of Sustainability and the Environment), Nancy Desser.

**Call to Order:** Chairman Lunetta called the meeting to order at 5:10 p.m.

**Climate Action and Adaption Plan:** Rosenbaum and Wong gave a PowerPoint presentation on the City of Santa Monica's Climate Action and Adaption Plan which highlighted how climate change will impact Santa Monica. The goals of the plan are clean energy, low-carbon mobility, zero waste, sustainable water management, adaptation and reimagining our community. Up next in the plan is to be water self-sufficient by 2020, have zero waste by 2030, be carbon neutral by 2050 or sooner, develop a community plan that supports us and helps them achieve goals. Refer to the city's website for more information on various programs.

**Chair Report:** Chairman Lunetta opened his chair report by stating how inspirational and well attended the State of the City event was. Rick Cole and Yesenia V. Monsour discussion about small business and some of the challenges they face was very informative. Moving forward Lunetta would like board members to provide input on small business to help get a better idea of where we stand and share ideas. Lunetta concluded by reiterating the need to handle homeless issues swiftly but with compassion and understanding. We will invite Margaret Willis with the City of Santa Monica back for another update on the homeless situation in our region and Santa Monica.

**Meeting Minutes:** Secretary O'Connor presented the meeting minutes from the January 11, 2016 Board of Directors Meeting. A motion to approve the minutes was offered by Vice Chair Flynn and seconded by Regalbuto; the motion passed unanimously with all SMTT board members present with the exception of absent board members Viramontes, Evans and Cole.

**Board Financials:** The city budget memo request was provided in the Board of Directors packet. Treasurer Chacker presented the December 2016 financials. A motion to accept the financials was offered by Secretary O'Connor and seconded by Lunetta; the motion passed unanimously with all SMTT Board Members present with the exception of Viramontes, Evans and Cole.

*To be approved at the March 8, 2017 Board of Directors Meeting.*

**Staff Updates:** Kerns mentioned the template for the London SkyLounge will be repurposed in other markets and a wrap up report on ROI will be provided.

Kerns also shared a letter from US Travel regarding President Trump's executive order on immigration and refugees. She stated Mexico is the largest arrival market in California so we will keep a close eye on developments in international markets and any effects on inbound travel.

Kerns and Sidoriak presented drafts of a revised SMTT Vision Statement utilizing key words mentioned during last month's discussion. Board members shared their input and SMTT will continue to fine tune and revisit the wording of our vision statement. Kerns thanked everyone for their suggestions and emphasized our vision statement needs to reflect our lifestyle and have an emotional pull.

Sidoriak thanked everyone again for the input they provided to our next 5-year strategic plan during their interviews with the Coraggio Group. The Coraggio Group worked in partnership with SMTT staff last month in preparing the new 5-year plan draft, which includes revising the vision statement and supporting goals, objectives and initiatives. The draft 5-year plan was included in board packets for review.

**Adjournment:** Being no further business Chairman Lunetta adjourned meeting at 6:26 p.m.

*To be approved at the March 8, 2017 Board of Directors Meeting.*