



Regular Meeting Agenda Santa Monica Travel & Tourism Board of Directors

Date: Wednesday, November 8, 2017
Time: 5:00 p.m.
Location: SMTT, 2427 Main Street, 1st Floor Conference Room

Meeting Agenda for November 8, 2017

- I. Call to OrderChairman Lunetta
- II. Chair ReportChairman Lunetta
- III. Approval of the September 2017 MinutesEdwards
- IV. Acceptance of August & September 2017 FinancialsTreasurer Chacker
- V. Approval of the 17/18 Budget Re-spread.....Treasurer Chacker
- VI. Approval of the TMD 2018 Tier IncreaseChairman Lunetta
- VII. Approval of the 2018 Annual TMD ReportChairman Lunetta
- VIII. Sales & Marketing UpdateHolmes
- IX. For the Good of the Order.....Chairman Lunetta
- X. Adjournment.....Chairman Lunetta

** 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.