

SANTA MONICA TRAVEL & TOURISM (SMTT)

Regular Meeting of the Board of Directors
SMTT Conference Room, 2427 Main Street
Wednesday, January 11, 2017
5:10 p.m. – 6:15 p.m.

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

Board Members Absent: Paul Leclerc and Juan Viramontes.

Staff Present: Misti Kerns, Kim Sidoriak, Omark Holmes, Evan Edwards, Nika Jalali, Gary Starr and Monique Haslock.

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

Chair Report: Chairman Lunetta opened his chair report with an update on recent events within the city. He talked about the upcoming Tourism Summit and how much we need board participation this year to make it the best year yet. He stated that later in the meeting we'd be having an open dialogue discussion to obtain feedback. He touched on homelessness and shared news on his upcoming restaurant opening. Lunetta then turned the floor over to Rick Cole and welcomed him to his first meeting.

City Managers Update: Rick Cole shared Danielle Noble's move to Assistant Director, Community and Cultural Services Department and will be taking the lead on the homeless situation. Cole expressed the Economic Development Strategy is strong due to many elements including the Douglas Aircraft Area and turning around downtown. He stated Santa Monica is the 19th largest city in California with the 3rd largest budget. Cole also noted people are spending money on experiences versus goods. He noted that travel and tourism is getting more competitive however Santa Monica is doing a good job. Cole looks forward to learning about the institution and engaging on a broader economic strategy.

Meeting Minutes: Secretary O'Connor presented the meeting minutes from the December 14, 2016 Board of Directors Meeting. A motion to approve the minutes was offered by Regalbuto and seconded by Treasurer Chacker; the motion passed unanimously with all SMTT board members present with the exception of absent board members Paul Leclerc, Juan Viramontes and King who arrived late.

Board Financials: Treasurer Chacker presented the November 2016 financials. Secretary O'Connor suggested including a footnote to explain variances for future reference. A motion to accept the financials was offered by Evans and seconded by Regalbuto; the motion passed unanimously with all SMTT Board Members present with the exception of Paul Leclerc, Juan Viramontes and King who arrived late.

2017 Tourism Summit: Kerns talked about the search for a venue for the annual Tourism Summit in May. Hotels are willing to work with us and we are currently exploring options such as Water Garden and The Museum of Flying again. Kerns held a lively discussion with all board members present and gathered their input on the upcoming Summit.

Approved at the February 8, 2017 Board of Directors Meeting.

Staff Updates: Kerns focused on the mission statement with the Board of Directors to review and ensure it is still applicable. Everyone agreed it is. The group then reviewed the vision statement and proposed suggested ideas and changes to be further developed. Kerns stated we will look further into these suggestions and thanked everyone for their input.

Sidoriak shared rebranded Santa Monica Restaurant Week is currently taking place through January 27, 2017 and is featuring the radish. There are a lot of new participates this year with 26 restaurants in total and we have garnered a lot of great media coverage. Sidoriak mentioned we are also having a social media contest in conjunction with Santa Monica Restaurant Week where the winner will receive a wellness package.

Jalali shared that our client appreciation/new year's gifts this year were donations to Chrysalis, Heal the Bay and Westside Food Bank. A postcard explaining this was sent to tour operators and meeting planners.

Adjournment: Being no further business Chairman Lunetta adjourned meeting at 6:15 p.m.

Approved at the February 8, 2017 Board of Directors Meeting.