

SANTA MONICA TRAVEL & TOURISM (SMTT)
Special Meeting of the Board of Directors and TMD Committee
Fairmont Hotel & Bungalows/Wilshire II Room – 101 Wilshire Blvd., Santa Monica, CA
Wednesday, June 21, 2017
5:14 p.m. – 6:53 p.m.

Board Members Present: Raphael Lunetta (Chair), Ellis O'Connor (Secretary), Richard Chacker (Treasurer), Paul Leclerc, Juan Viramontes, Albin Gielicz, Laurel Rosen and Rick Cole.

Board Members Absent: Nicole Flynn (Vice Chair), Darlene Evans, and RoseMary Regalbuto.

TMD Members Present: Gerry Peck (Secretary/Treasurer), Matthew Lehman, Kathleen Cook, Brian Murphy and Leah Edwards.

TMD Members Absent: Rebecca Huetter (Chair), Gene Smallwood, Angela Rogers and Daniel Gregory.

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

Call to Order: Chairman Lunetta called the meeting to order at 5:14 p.m.

Chair Report: Lunetta shared that since opening his restaurants, he feels even more connected to the city. He stressed the importance of doing the little things that make a difference within the community, and stated if everyone contributes, shares information and works together, we will see improvement. He stressed the importance of staying engaged, involved and connected. Lunetta mentioned that the other side of his restaurant, Lunetta, is now open and thanked everyone for their support. He also thanked O'Connor, Viramontes, Leclerc and Chacker for working in such a collaborative manner on the board.

Meeting Minutes: Secretary O'Connor presented the meeting minutes from the May 10, 2017 Board of Directors Meeting. A motion to approve the minutes was offered by Treasurer Chacker and seconded by Leclerc; the motion passed unanimously with all SMTT board members present with the exception of Vice Chair Flynn, Evans and Cole.

Board Financials: Treasurer Chacker presented the April 2017 financials. A motion to approve the minutes was offered by Leclerc and seconded by Secretary O'Connor; the motion passed unanimously with all SMTT board members present with the exception of Vice Chair Flynn, Evans and Cole.

2017/2018 SMTT Budget: Edwards presented the 2017/2018 SMTT Budget and detailed each department's projected budget. She also shared TMD forecasting for 2017/2018 and 2018/2019, and thanked the board and TMD committee for their input. Kerns mentioned that in September, we will go back to the city to request additional funds. A motion to accept the 2017/2018 budget was offered by Gielicz and seconded by Secretary O'Connor; the motion passed unanimously by the SMTT board members and TMD committee members present with the exception of board members Vice Chair Flynn, and Evans and TMD committee members Chairman Huetter, Smallwood, Rogers, and Gregory.

Approved at the July 12, 2017 Board of Directors Meeting.

City Manager Report: Cole lead his report by touching on the city's budget. Santa Monica may need to adjust/reign in spending due to flattening of traditional revenues, impact of pension benefit increases - police pensions are 50% and fire fighters are 60%, and high likelihood that within the next 3-5 years we are going to see a recession. Cole stated that on June 27, 2017, the budget will be up for final adoption. He also shared the final hearing for the Downtown Community Plan is three weeks away, and on July 11, 2017 there will be deliberations on a limited number of issues. Cole said that tomorrow night the Twilight Concert Series gets underway. Last year more people attended than expected, and this year an even bigger crowd is anticipated. Lastly, he touched on the homeless situation, stating that yesterday many business leaders had a meeting addressing actions we can take as a community. The city will be keeping track of the homeless individuals, and ensure various departments communicate with one another and community as a whole.

EOC Nominations: Kerns opened the floor to any additional nominations of the executive committee officers for the board of directors. A slate was presented. A motion to accept Raphael Lunetta as Chairman, Nicole Flynn as Vice Chairmain, Richard Chacker as Treasurer, and Paul Leclerc as Secretary was offered by Gielicz and seconded by Cole; the motion passed unanimously with all SMTT board members present with the exception of Vice Chair Flynn and Evans.

Staff Updates: Jalali gave an update on fiscal year highlights of the markets of Australia, Brazil China, France, United Kingdom, Germany and Global. She also shared SMTT has hired a new Group Sales Manager, Beth Hansler, who comes to us from the Loews Hotel.

Sidoriak gave a direct-to-consumer recap stating we are engaging in domestic media campaigns in U.S. and Canada utilizing our advertising agency, Foth. The goal is to focus on shorter seasons and target high-end, warmer clients in New York City, Chicago, San Francisco and Toronto. Results were 346,624 visits to hotel landing page and generated over 2,800 impressions. We are also looking at expanding markets to Phoenix, Seattle and Dallas. Sidoriak also gave a public relations update stating that over the last fiscal year SMTT has earned 177 pieces of media coverage that reached almost 400 million people and worth \$7.9 in publicity value. She shared clippings from Tatler, Cara, Elle Brazil, Carbono Uomo, Virgin Voyeur, Women's Health Australia, Harper's Bazaar Australia, and CNTraveler.com.

Holmes shared that our new publisher, LA Custom Publishing, worked with SMTT to launch the 2017/2018 visitor guide and map which is the official guide and map for the city. He also stated that we obtained new photography from both local photographers, Jessica Sample and Kristen Beinke as well as photography from international company, Aquabumps, were we have secured exclusive brand use rights for some photos. Holmes said that SMTT updated our trade show booth which debuted in June at IPW in Washington, D.C. and will be utilized at large trade shows; next will be IMEX. Holmes stated that SMTT created one large virtual reality video that captures 6 local Santa Monica experiences such as the pier, beach, farmers market, 3rd Street promenade, bike path. Sales takes the viewfinders to trades shows to bringing the Santa Monica experience in 360 degrees.

Kerns shared highlights from her diplomatic mission with Visit California and 10 other CEOs from around the state called, All Dreams Welcome. They visited Mexico and Canada where they met with top buyers and media ensuring them that our borders are open, and their business is wanted. There was a lot of great media coverage.

Adjournment: Being no further business Chairman Lunetta adjourned meeting at 6:53 p.m.

Approved at the July 12, 2017 Board of Directors Meeting.