

TOURISM MARKETING DISTRICT (TMD) COMMITTEE
Shutters on the Beach, 1 Pico Blvd, Santa Monica
Tuesday, September 12, 2017
10:20 a.m. – 10:55 a.m.

TMD Committee Members Present: Rebecca Huetter (Chair, ETC Hotels), Gerry Peck (Secretary/Treasurer, Shore Hotel), Matthew Lehman (Fairmont Miramar Hotel), Gene Smallwood (Loews Hotel), Brian Murphy (Double Tree Suites), and Angela Rogers (Hotel Carmel), Daniel Gregory (Ocean Lodge).

TMD Committee Members Absent: Kathleen Cook (Le Meridien Delfina), and Leah Edwards (Oceana Beach Club Hotel).

Additional Attendees: Kim Moore (Ron Foth Advertising), and John Heidt (The Cottage Santa Monica) and Mrs. Heidt.

Staff Present: Misti Kerns, Kim Sidoriak, Evan Edwards, Omark Holmes, Lauren Salisbury, Monique Haslock, and Jenny Battaroff.

Call to Order: Chair Rebecca Huetter called the meeting to order at 10:15 a.m.

TMD Minutes: Secretary/Treasurer Peck presented the TMD Minutes from the May 9, 2017 meeting for review and approval. A motion was made to approve the minutes by Smallwood and seconded by Huetter; the motion passed unanimously with TMD members Cook, and Edwards absent.

SMTT Staff Activities: Sidoriak and Holmes provided details on the domestic campaign. The marketing presentation included a fiscal 2017 review, 2018 fiscal goal, and tactics. Sidoriak and Holmes talked about creative messages customized based on different target markets. Eight neighborhood videos have been added to SMTT's website. Sidoriak and Holmes reminded the committee that the content, and videos on SMTT's website is designed for the committee and other hotels to use on their own websites, and/or social media.

Kerns informed the committee that she has had a conversation with the city requesting an additional funding in December or in the new fiscal year, and additional funding each year thereafter. Kerns informed the committee that she will have the final assessment in December, and she will know sometime in December, or January if approved. Kerns expressed the interest in tapping into the market of India. Kerns notified the committee of her upcoming CEO Mission to Dubai and India in November with Visit California.

Kerns advised the committee that we are working with the China market via social engagement, and we are looking into a partnership with the C-trip, largest tour operator in China. Kerns notified the committee that we are slowly moving into the Chinese market, and we will need to convert their day visit/shopping stay into an overnight stay.

Kerns informed that the TMD will vote on the TMD increase in November.

To be approved at the November 2, 2017 TMD Committee Meeting.

Peck referred to the CBRE assessment, and the need for more hotels in the area. Kerns informed the committee that we do best hosting groups of 150-200 people because we do not have the inventory of hotel rooms. Kerns suggested looking for new ideas, incentives, to what rate special and authentic experiences we can offer and deliver that our competitors cannot.

Kerns informed the committee that it is a buyer's market again. Currently there are two luxury hotels being built in Anaheim, and one more to awaiting approval. 710 Wilshire/Proper Hotel is estimated to open in 2019.

Kerns reported on the Santa Monica Pier twilight concert series. Kerns encourages the TMD committee to notify City Council of their opinions of the concerts.

Kerns thanked everyone again for their attendance.

Public Comments: There were no public comments.

Being no further business, the meeting was adjourned at 10:55 a.m.