



## Regular Meeting Agenda Santa Monica Travel & Tourism Board of Directors

**Date:** Wednesday, May 10, 2017  
**Time:** 5:00 p.m.  
**Location:** SMTT, 2427 Main Street, 1<sup>st</sup> Floor Conference Room

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### Meeting Agenda for May 10, 2017

- I. Call to Order .....Chairman Lunetta
- II. Roll Call.....Chairman Lunetta
- III. Update on Homeless .....Margaret Willis & Santa Monica Police Department
- IV. Open Nominations for Executive Officers Committee for FY 2017/2018..... Kerns
- V. Chair Report .....Chairman Lunetta
- VI. City Manager Report..... Cole
- VII. Approval of the April 12, 2017 Minutes..... Secretary O'Connor
- VIII. Acceptance of March 2017 Financials.....Treasurer Chacker
- IX. SMTT Staff Updates:
  - a. State of California Current Impact on Travel/Tourism ..... Kerns
  - b. Marketing Activities .....Sidoriak
  - c. Business Development Report .....Jalali
  - d. Hotel Profile Research Results .....Sidoriak
- X. For the Good of the Order.....Chairman Lunetta
- XI. Adjournment.....Chairman Lunetta

**Reminder:** 8<sup>th</sup> Annual Tourism Summit – May 12, 2017 at Loews Santa Monica Beach Hotel

\* 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.