

**TOURISM MARKETING DISTRICT (TMD) COMMITTEE
MEETING MINUTES
SMTT 1st Floor Conference Room, 2427 Main Street, Santa Monica
Tuesday, May 9, 2017
10:21 a.m. – 10:42 a.m.**

TMD Committee Members Present: Gerry Peck (Secretary/Treasurer, Shore Hotel), Gene Smallwood (Loews Hotel), Brian Murphy (DoubleTree Suites), Angela Rogers (Hotel Carmel), Daniel Gregory (Ocean Lodge), and Leah Edwards (Oceana Beach Club Hotel).

TMD Committee Members Absent: Rebecca Huetter (Chair, ETC Hotels), Matthew Lehman (Fairmont Miramar Hotel), and Kathleen Cook (Le Meridien Delfina).

Additional Attendees: Samantha Rosenbaum (City of Santa Monica), and Memory Rudolph (The Georgian Hotel).

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

Call to Order: Secretary/Treasurer Peck called the meeting to order at 10:21 a.m.

Update on Homeless Population: Kerns stated that the recent homeless counts will be released tonight at the city council meeting and there is an expectation that the numbers are up, not only in Santa Monica, but regionally as well; although L.A. County has not released their numbers yet. Tips and tools to assist businesses will be sent following the meeting.

Climate Action and Adaption Plan: Rosenbaum gave a PowerPoint presentation on the City of Santa Monica's Climate Action and Adaption Plan which highlighted how climate change will impact Santa Monica. The goals of the plan are clean energy, low-carbon mobility, zero waste, sustainable water management, adaptation and reimagining our community. Up next in the plan is to be water self-sufficient by 2020, have zero waste by 2030, be carbon neutral by 2050 or sooner, develop a community plan that supports us and helps them achieve goals. Refer to the city's website for more information on various programs.

Executive Officers Committee Nominations and Voting for 2017: Kerns advised the committee that official voting was needed for the executive officers. Huetter and Peck have already agreed to continue in their current roles, and Lehman expressed interest in the Vice Chairman seat. A motion was made to re-elect Peck as Secretary/Treasurer by Gregory and seconded by Rogers. A motion was made to re-elect Huetter as Chairman by Gregory and seconded by Peck. A motion was made to elect Lehman as Vice Chairman by Murphy and seconded by Peck. The motions passed unanimously with TMD members Huetter, Lehman, and Cook absent.

TMD Minutes: Secretary/Treasurer Peck presented the TMD Minutes from the November 8, 2016 meeting for review and approval. A motion was made to approve the minutes by Peck and seconded by Murphy; the motion passed unanimously with TMD members Huetter, Lehman, and Cook absent.

To be approved at the June 21, 2017 TMD Committee Meeting.

Financials Review: Secretary/Treasurer Peck presented the TMD Collected Assessments for acceptance. A motion was made to accept the assessments as presented by Peck and seconded by Smallwood; the motion passed unanimously with TMD members Huetter, Lehman, and Cook absent.

Staff Updates: Sidoriak discussed the draft of SMTT's next 5-year strategic plan, covering FYE'18-FYE'22. The new draft plan addresses some of the major themes arising during interviews recently conducted by The Corrigo Group with the TMD Committee, Board of Directors and stakeholders -

- "We're much more than the beach – we need to think about the whole Santa Monica experience."
- "Prioritize group sales efforts."
- "Diversify investments/Pursue emerging markets."
- "Increase data driven insight capabilities."

Kerns thanked everyone again for their time and comments and stressed the importance of their input.

Public Comments: There were no public comments.

Being no further business, the meeting was adjourned at 10:42 a.m.