



****REVISED** Regular Meeting Agenda
Santa Monica Travel & Tourism Board of Directors**

Date: Wednesday, January 11, 2017
Time: 5:00 p.m.
Location: SMTT, 2427 Main Street, 1st Floor Conference

Meeting Agenda for January 11, 2017

- I. Call to Order.....Chairman Lunetta
- II. Roll Call.....Chairman Lunetta
- III. Chair ReportChairman Lunetta
- IV. City Manager Report..... Cole
- V. Approval of the December 14, 2016 Minutes..... Secretary O'Connor
- VI. Acceptance of November 2016 Financials.....Treasurer Chacker
- VII. Mission Statement Review..... All
- VIII. Brainstorm Session Regarding 2017 Tourism Summit All
- IX. Staff Updates & Highlights..... Kerns
- X. For the Good of the Order.....Chairman Lunetta
- XI. Adjournment.....Chairman Lunetta

* 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.