



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

**Date:** Wednesday, September 13, 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 September 13, 2017

- I. Call to Order .....Chairman Lunetta
- II. Roll Call and Welcome New Member, Matthew Lehman .....Chairman Lunetta
- III. Chair Report .....Chairman Lunetta
- IV. City Manager Report..... Cole
- V. Acceptance of Revised Meeting Dates ..... Chairman Lunetta and Kerns
- VI. Approval of the June 21, 2017 and July 12, 2017 Minutes .....Secretary Leclerc
- VII. Acceptance of May 2017, June 2017 and July 2017 Financials ...Treasurer Chacker
- VIII. SMTT Staff Updates:
  - a. Overview of International Sales Activities ..... Mitsuata
  - b. Marketing Update.....Holmes
  - c. Communications/Public Relations.....Sidoriak
  - d. Operations .....Edwards
- IX. For the Good of the Order.....Chairman Lunetta
- X. 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.