



Regular Meeting Agenda Santa Monica Travel & Tourism Board of Directors

Date: Wednesday, January 10, 2018
Time: 5:00 p.m.
Location: SMTT, 2427 Main Street, 1st Floor Conference Room

Meeting Agenda for January 10, 2018

- I. Call to OrderChairman Lunetta
- II. Chair Report.....Chariman Lunetta
- III. City Parking Management Presentation.....City Staff
- IV. City Manager UpdateRick Cole
- V. Approval of the November 2017 MinutesChairman Lunetta
- VI. Acceptance of October & November 2017 FinancialsTreasurer Chacker
- VII. Sales & Marketing Activities Kerns/Holmes
- VIII. For the Good of the Order.....Chairman Lunetta
- IX. 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.