

TOURISM MARKETING DISTRICT (TMD) COMMITTEE
SMTT, 2427 Main Street, Santa Monica
Thursday, November 2, 2017
9:11 a.m. – 9:59 a.m.

TMD Committee Members Present: Gerry Peck (Secretary/Treasurer, Shore Hotel), Matthew Lehman (Fairmont Miramar Hotel), Gene Smallwood (Loews Hotel), Brian Murphy (Double Tree Suites), and Angela Rogers (Hotel Carmel), Daniel Gregory (Ocean Lodge).

TMD Committee Members Absent: Leah Edwards (Oceana Beach Club Hotel).

Additional Attendees: John Heidt (The Cottage Santa Monica), Laura McIver (Shutters on the Beach), Frank Kastelz (Wyndham Santa Monica – At The Pier), Kevin Anawati (Le Meridian Delfina Santa Monica), Cyrus Nourafchan (Cal Mar Hotel Suites), Todd Yamaoka (Viceroy Santa Monica), Derek McCann (Loews Santa Monica Beach Hotel).

Staff Present: Misti Kerns, Evan Edwards, Omark Holmes, Brian Wright, and Jenny Battaroff.

Call to Order: Vice Chairman Lehman called the meeting to order at 9:11 a.m.

Kerns introduced SMMTT's new Business Development Director, Brian Wright. Wright provided a brief background of himself.

TMD Minutes: Secretary/Treasurer Peck presented the TMD Minutes from the September 12, 2017 meeting for review and approval. A motion was made to approve the minutes by Smallwood and seconded by Murphy; the motion passed unanimously with TMD member Edwards absent.

2018 TMD Tier Increase and 2018 Annual TMD Report: Edwards gave an overview of the 2018 Santa Monica Tourism Marketing District Plan (SMTMD Plan), 2018 Annual TMD Report and the 2018 Tier Increase. Per the SMTMD Plan, on January 1, 2018, the new SMTMD assessment will take effect. Tier 3 will revert to \$1.50, Tier 2 will be \$4.25, and Tier 3 \$5.25. SMTT board of directors will adopt the TMD committee vote at the November 8th board of directors meeting. A Q&A took place.

Kerns informed the committee that SMTT is in the process of renewing the service agreement for 9.5 years. Additional funding was approved by City Council for SMTT to conduct a worldwide brand perception study in four different countries.

A brief discussion took place of the ongoing issue of the homelessness in Santa Monica.

It was noted that the stairs by the Pier are not consistently being cleaned. Kerns advised the committee to send her a note when this happen, and Kerns will forward to the City of Santa Monica Public Works.

Approved at the February 13, 2018 TMD Committee Meeting.

Approval of 2018 Annual TMD Report

Secretary/Treasurer Peck presented the 2018 TMD Report. A motion was made to approve the 2018 Annual TMD Report by Gregory and seconded by Murphy; the motion passed unanimously with TMD member Edwards absent.

Approval of 2018 TMD Tier Increase

Edwards noted that the value of the tier increase will be \$90,000.

Secretary/Treasurer Peck presented the 2018 TMD Tier Increase. A motion was made to approve the 2018 TMD Tier Increase by Murphy and seconded by Lehman; the motion passed unanimously with TMD member Edwards absent.

SMTT Staff Activities: Holmes updated the committee that SMTT staff are working on a homelessness survey that will be sent out to hotel general managers. Marketing department is working on VR-videos, and are working with some hotels to schedule the filming. LA Magazine's Mali Mochow is currently working with hotels to secure spots in the SMTT visitor's guide, and maps.

Edwards notified the committee that SMTT is now fully staffed. SMTT's holiday mixer will be held on November 30th at 5:00pm, here at SMTT's conference room. Edwards encourage committee members to attend the mixer. In early December SMTT's new Business Development Director, Brian Wright, is going to attend the International Luxury Travel Market event (ILTM). ILTM is an industry-leading event, a platform to do business, and build relationships all over the world.

Kerns updated the committee of her upcoming trip to Dubai & India. Kerns is travelling with nine other CEO and Visit California president. The purpose of the trip is to do luxury pitch meeting to government officials, tour operators, and media. They will get to explore the opportunity that the Indian market presents for travel to California, and learn how to introduce California to Indian visitors.

Holmes informed the committee that SMTT will be working with a local digital marketing company Hylink with expertise in the Chinese market to optimize our Weibo and WeChat, which are the top social media platforms in that market

Kern shared that the Pier Board is having a special board meeting on November 15th at 6:30pm. The Santa Monica Pier Corporation Board of Directors will be meeting to discuss the free, year-round events and activities, which include the Twilight Concert Series, at Santa Monica Pier. This will be open to the public and an opportunity for you to share your opinion. City Council will make a decision about the Twilight Concert Series on December 12th.

Public Comments: There were no public comments.

Being no further business, the meeting was adjourned at 9:59 a.m

Approved at the February 13, 2018 TMD Committee Meeting.