

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

Date: Wednesday, March 14, 2018
Time: 5:00 p.m.
Location: SMTT, 2427 Main Street, 1st Floor Conference Room

Meeting Agenda for March 14, 2018

- I. Call to Order..... Chairman Lunetta
- II. Chair Report..... Chariman Lunetta
- III. North Beach & Beach Improvement..... Judith Meister/City of Santa Monica
- IV. Santa Monica Bay RestorationGuangyu Wang/Santa Monica Bay Restoration Commission
- V. City Manager Update Rick Cole
- VI. Approval of the January 2018 Minutes Vice Chairman Flynn
- VII. Acceptance of December 2017 & January 2018 Financials Treasurer Chacker
- VIII. Approval of the 2018-2019 City Budget & TMD Annual Report..... Edwards
- IX. Sales, Marketing & Operational Updates 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.