

**TOURISM MARKETING DISTRICT (TMD) COMMITTEE**  
**SMTT, 2427 Main Street, Santa Monica**  
**Tuesday, February 13, 2018**  
**8:38 a.m. – 9:30 a.m.**

**TMD Committee Members Present:** Gerry Peck (Secretary/Treasurer, Shore Hotel), Daniel Ben-Efraim (Shutters/Hotel Casa del Mar), Matthew Lehman (Fairmont Miramar Hotel), Brian Murphy (Double Tree Suites), Daniel Gregory (Ocean Lodge), Leah Edwards (Oceana Beach Club Hotel), Michael Bridges (Viceroy Santa Monica),

**TMD Committee Members Absent:** Gene Smallwood (Loews Hotel), Angela Rogers (Hotel Carmel), and Joyce Syme (Seaview 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), Victor Randall (Hampton Inn & Suites), Billy Dye (Courtyard by Marriott Santa Monica), Damien Hirsch (JW Marriott Santa Monica Le Merigot), Erin Bennett (The Georgian Hotel), Mari Estrada (Sea Blue Hotel).

**Staff Present:** Misti Kerns, Evan Edwards, Omark Holmes, and Monique Haslock.

**Call to Order:** Secretary/Treasurer Peck called the meeting to order at 8:38 a.m.

Kerns stated voting for the new committee members has concluded as required. Edwards listed results according to seats; Daniel Ben-Efraim, Matthew Lehman, Gene Smallwood, Gerry Peck, Brian Murphy, Daniel Gregory, Joyce Syme, Michael Bridges, and Leah Edwards. Joyce Syme has not confirmed yet. If Syme does not wish to serve, the runner up will be offered the seat. Kerns reiterated that all new TMD Committee Members must completed Brown Act training through the City.

**2018 Executive Officer Committee Voting:** Kerns gave a brief overview of the EOC responsibilities and reminded the committee that meetings fall under the Brown Act. She opened the floor for nominations of the 2018 officers – Chairman, Vice Chairman, Secretary/Treasurer, and reminded attendees that only existing committee members can nominate and vote; self-nominations welcome. A motion was made to nominate Matthew Lehman as Chairman by L. Edwards and seconded by Secretary/Treasurer Peck; the motion passed unanimously with TMD members Smallwood, Rogers, and Syme absent. A motion was made to self-nominate by Daniel Ben-Afraim as Vice Chairman and seconded by Lehman; the motion passed unanimously with TMD members Smallwood, Rogers, and Syme absent. A motion was made to nominate Gerry Peck as Secretary/Treasurer by Gregory and seconded by Murphy; the motion passed unanimously with TMD members Smallwood, Rogers, and Syme absent.

**TMD Minutes:** Lehman presented the TMD Minutes from the November 2, 2017 meeting for review and approval. A motion was made to approve the minutes by Gregory and seconded by Murphy; the motion passed unanimously with TMD members Smallwood, Rogers, and Syme absent.

**Financials Review:** Secretary/Treasurer Peck presented the TMD Collected Assessments for acceptance. A motion was made to accept the assessments as presented by Secretary/Treasurer Peck and seconded by Murphy; the motion passed unanimously with TMD members Smallwood, Rogers, and Syme absent.

Approved by Nicole Flynn 06/06/2018

**SMTT Staff Activities:** Kerns shared SMTT confirmed a 9.5-year service agreement with the City which coincides with the TMD Hotel Committee Plan. SMTT can go back to the City to request one-time funding if needed however those funds cannot be used for ongoing marketing expense.

Kerns also mentioned the increase in TMD assessment rates will be voted on at the joint meeting in May and will be effective July 1, 2018 as to be on the same schedule as the TMD Plan, making it six months since the last increase. Gregory expressed the end of the year increase seems to be the better choice. SMTT will look into the legalities of having a January increase start time then a special meeting can be set up to further discuss.

Kerns reviewed the December Lanes of Work. Lanes are a tool to help with work flow and goals, and Kerns would like more input from the Committee.

Kerns and Holmes reviewed the SMTT January 2017-January 2018 Dashboard Update. Kerns touched on Visit California's well received All Dreams Welcome Mission throughout 8 countries she participated in. She also stated the plan is to move forward in the India market, and noted the Chinese Market will take time to convert to overnight visitors.

Kerns touched on the homeless situation and encouraged everyone to respond to the homeless survey we sent out and assured everyone SMTT never publishes the reports giving comments on any specific hotel.

Kerns encouraged everyone to attend the General Manager Meeting and working lunch on February 21<sup>st</sup> where SMTT will continue the discussion on homelessness along with representatives from the City - Alisa Orduna, Margaret Willis and Joseph Vandernorth, Fire Department, and Law Enforcement. As mentioned, this is a problem many cities are facing. Secretary/Treasurer Peck suggested those in the Downtown Santa Monica corridor attend the Downtown Santa Monica meetings where SMPD is always present. Gregory suggested using security camera footage and filing a report so SMPD has it in their system. Kerns reminded everyone about the importance of completing the Trespass Arrest Authorization Form for those without 24-hour offices open or security. SMTT can forward the link if anyone is interested.

Holmes shared SMTT continues work with the Corraggio Group on the Santa Monica brand perception study; preparing the second phase of work which will focus on engaging partners, stakeholders, visitors and residents to gain their insight on the destination. This will manifest in a series of 1:1 interviews and focus group sessions during March, and a resident intercept in April. The City is contributing \$200,000 for this study, with SMTT adding an additional \$20,000.

**Public Comments:** There were no public comments.

Being no further business, the meeting was adjourned at 9:30 a.m.

Attachments:

November 2017 Minutes

TMD Collected Assessments Memo

October & November 2017 Financials

October, November & December 2017 Lanes of Work

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