

## **SANTA MONICA TRAVEL & TOURISM (SMTT)**

Special Joint Meeting of the Board of Directors and Tourism District Marketing Committee  
JW Marriott Le Merigot in the Pacific Beach Room, 1740 Ocean Avenue, Santa Monica  
Wednesday, June 6, 2018  
5:20 p.m. – 6:44 p.m.

**Board Members Present:** Raphael Lunetta (Chair), Nicole Flynn (Vice Chair), Richard Chacker (Treasurer), Matthew Lehman (Secretary), Albin Gielicz, Damien Hirsch, Darlene Evans, Gerry Peck, Neil Carrey, RoseMary Regalbuto, and Rick Cole.

**Board Members Absent:** Laurel Rosen.

**Committee Members Present:** Matthew Lehman (Chairman, Fairmont Miramar Hotel), Daniel Ben-Efraim (Vice Chairman, ETC Hotels), Gerry Peck (Secretary/Treasurer, Shore Hotel), Brian Murphy (Double Tree Suites), Daniel Gregory (Ocean Lodge), and Leah Edwards (Oceana Beach Club Hotel).

**Committee Members Absent:** Michael Bridges (Viceroy Santa Monica)

**Additional Attendees:** Cynthia Renaud (City of Santa Monica, Police Chief) and Lt. Saul Rodriguez (City of Santa Monica Police, Public Information Officer).

**Staff Present:** Misti Kerns, Kim Sidoriak, Evan Edwards, Omark Holmes, Monique Haslock, and Tammy Ryan.

**Call to Order:** Chairman Lunetta called the meeting to order at 5:20 p.m.

**Introduction of Police Chief Cynthia Renaud:** Misti Kerns introduced Chief Renaud and spoke of her local history in the community and her confidence in the Chief.

Chief Renaud introduced the Santa Monica Police Department's Public Information Officer Lt. Saul Rodriguez. She then spoke of her childhood in Inglewood, her family's history in the community, her formal education and her successes and historical achievements within law enforcement. Once finished, she fielded questions from various board and committee members regarding her plans to address specific local issues including homelessness, and non-violent property and nuisance crimes. The chief informed the room that she and her officers are working closely with social services to address the homelessness issue and with city leaders in enforcing city ordinances currently in place.

**City of Santa Monica, City Manager Update:** Cole spoke to creating a balance between supporting business innovation and mobility goals to reduce automobile traffic, with the rise of the personal electric vehicle (scooter) companies, the needs of residents, and safety concerns for all. He gave an update on the Santa Monica City Council's intention to allow for a short-term pilot program issuing a sixteen month "fine tuning" permit to both Bird and Lime.

He then spoke to the City's current budget, it's shortfalls, pension funding, and long-term goals. He then took questions from TMD Committee Member Daniel Gregory regarding the specific details on how the city plans to meet the budget shortfalls; Board Member Damien Hirsch brought up specific personal experiences he's had with one of the personal electric vehicle companies, and Cole assured him those were some of the same concerns the pilot program would be addressing.

Cole then addressed the recent statistical rise in crime and how the City has altered the way they deploy resources to meet these changes. He stated that since making these changes the rate of increase has declined and that they're still "fine tuning" the approach. However, the police department is still short of officers, partially due to the high standards of employment, although they are actively recruiting.

*Approved by Vice Chair Nicole Flynn 07/02/2018*

Board Member Darlene Evans posed the question of who was committing these crimes. He replied that they tend to be transient, that very few perpetrators are locals; or victims. Misti Kerns then thanked the City Manager for the informative Economic Forum held the night before.

**Meeting Minutes:** Vice Chairman Flynn presented the meeting minutes from the March 14, 2018 Board of Directors Meeting. A motion to approve the minutes was offered by Carrey and seconded by Regalbutto; Peck motioned to approve; the motion passed unanimously with all SMTT Board Members present with the exception of Rosen.

**Board Financials:** Treasurer Chacker yielded the presentation of Board Financials to Edwards. She presented the February & March 2018 financials. Kerns called for a vote to add an additional line to the budget to reflect "rack income". A motion to accept the financials was offered by Hirsch and seconded by Regalbutto; the motion passed unanimously with all SMTT Board Members present with the exception of Rosen.

**Approval of the 2018-2019 SMTT Budget & TMD Collections Memo:** Edwards presented the 2018-2019 SMTT Budget, Forecast and TMD Collections Memo. A motion to approve the 2018-2019 SMTT Budget and Forecast was offered by Flynn and seconded by Carrey; the motion passed unanimously with all SMTT Board Members present with the exception of Rosen. A motion to approve the TMD Collections Memo was offered by Lehman and seconded by Murphy; the motion passed unanimously with all SMTT Board Members and TMD Committee present with the exception of Rosen.

**Meeting Minutes:** Vice Chairman Flynn presented the meeting minutes from the February 13 and March 26, 2018 TMD Committee Meeting. A motion to approve the minutes was offered by Syme and Daniels. The motion passed unanimously with all SMTT Board Members and TMD Committee Members present with the exception of Rosen.

**Formal Vote 2018-2019 Executive Committee Slate of Officers:** Kerns announced the postponement of the vote until September 2018 due to the anticipated City Council appointments in July 2018.

**Staff Updates:** Sidoriak presented a recap of SMTT's 9<sup>th</sup> Annual Tourism Summit including a growth in attendance of 5.1%, honoring of local community leaders and residents, a brief overview of Visit California's Caroline Beteta's presentation and the debut of SMTT's current Visitor Guide and Map.

Holmes gave a Marketing, Sales, and Database Report that included a detailed overview of SMTT's internal Dashboard interface reporting system. The system allows SMTT to track data on both a macro and micro level. The data that can be easily tracked and quantified includes internal data such as sales, training, partner enhancements, tradeshow, international reach, and FAM participants which allows for strategic planning. Holmes advised that externally it assists in strategically planning externally, using data reflecting occupancy rates, effective media and public relations campaigns, the I Am Santa Monica program, social media and website digital marketing campaigns.

Kerns spoke to the upcoming Board Retreat on June 27, 2018 and gave a brief overview of the data to be covered, including data from over 2000 local residents and that it will be a great opportunity to gain insight into how best to serve the community in the future and strike a balance between local residents and an economy driven by tourism.

**For the Good of the Order:** Carrey shared that the Police Activity league has distributed over 100 scholarships totaling more than \$243,000. Regalbutto thanked SMTT for the new name badges. Cole reminded the board and committee of the upcoming Chamber Installation Dinner and congratulated Chacker on being honored that evening.

**Adjournment:** Being no further business Chairman Lunetta adjourned meeting at 6:44 p.m.

*Approved by Vice Chair Nicole Flynn 07/02/2018*