

SANTA MONICA TRAVEL & TOURISM (SMTT)

Regular Meeting of the Board of Directors
SMTT Conference Room, 2427 Main Street
Wednesday, November 8, 2017
5:08 p.m. – 6:15 p.m.

Board Members Present: Raphael Lunetta (Chair), Nicole Flynn (Vice Chair), Richard Chacker (Treasurer), Neil Carrey, Rosemary Regalbuto, Albin Gielicz, and Damien Hirsch.

Board Members Absent: Paul Leclerc (Secretary), Matthew Lehman, Darlene Evans and Rick Cole (City Manager), and Laurel Rosen (President/CEO, Santa Monica Chamber of Commerce).

Staff Present: Evan Edwards and Jenny Battaroff

Staff Absent: Misti Kerns and Omark Holmes

Call to Order: Chairman Lunetta called the meeting to order at 5:08 p.m.

Roll Call & Welcome New Member: Chairman Lunetta welcomed new board member Damien Hirsch. Hirsch is the General Manager at JW Marriott Santa Monica Le Merigot Hotel. Hirsch gave a brief background of himself.

Chair Report

Lunetta reminded the board members of the importance of board meeting attendance, and of this meeting being the first bi-monthly board meeting. Lunetta informed the board of his attendance of the Homeless Steering Committee meeting earlier in the day, and spending more time learning about the homelessness issue in Santa Monica.

Lunetta directed the board to view the funding request letter included in the board packet, the letter that was sent out to City Council. Funds requested will be designated to complete a Brand Perception Study, in support of the Santa Monica economic sustainability strategy. SMTT will be working with Coraggio Group to outline the research project for this important study.

Lunetta informed the board of the SMTT Holiday Mixer on November 30th at 5:30pm-7:30pm, encouraging the board to attend this event.

On November 30th, SMTT also has the All-Hands Agency Meeting, where SMTT and their vendors will meet, to make sure everyone is on the same page.

Meeting Minutes: Lunetta presented the meeting minutes from the September 12, 2017 Board of Directors Meeting. A motion to approve the minutes was offered by Flynn and seconded by Regalbuto, the motion passed unanimously.

Board Financials: Treasurer Chacker presented the August 2017 and September 2017 end financials. A brief Q & A took place. Suggestions were made of how SMTT can promote Main Street Visitor Center, and how it could be more visible to the public. For example: play music, open the front door.

A motion to accept the financials was offered by Gielicz and seconded by Regalbuto; the motion passed unanimously.

Approval of the 17/18 Budget Re-spread

Edwards presented the 17/18 Budget Re-spread. A motion was made to approve the 17/18 Budget Re-spread by Chacker and seconded by Flynn; the motion passed unanimously with TMD member Leclerc, Lehman, and Edwards absent.

Approval of 2018 TMD Tier Increase

Last week Thursday, SMTT held an EOC meeting. EOC committee went over the SMTMD tier increases. Per the SMTMD Plan, on January 1, 2018, the new SMTMD assessment will take effect. Tier 1 will revert to \$1.50, Tier 2 will be \$4.25, and Tier 3 \$5.25. SMTT board of directors adopted the TMD committee vote at today's board of directors meeting. A Q&A took place.

A motion was made to approve the 2018 TMD Tier Increase by Carrey and seconded by Hirsch; the motion passed unanimously with TMD member Leclerc, Lehman, and Edwards absent.

Approval of 2018 Annual TMD Report

The renewed SMTMD will have a nine and one-half (9.5) year life, beginning of January 1, 2018 through June 30, 2027.

Edwards presented the 2018 Annual TMD Report. A motion was made to approve the 2018 Annual TMD Report by Carrey and seconded by Chacker; the motion passed unanimously with TMD member Leclerc, Lehman, and Edwards absent.

Staff Updates

Omark Holmes was absent from the board meeting, no marketing updates. Edwards informed the board that Client Services would like the board to be involved in FAMS, and also participate in FAMS with the group and SMTT staff. The topic will be brought back at January 10th, 2018 board meeting. It was suggested that SMTT provide name tags, and swag for board members to wear when participating in events.

At SMTT's Holiday Mixer on November 30th, all items in the visitor center will be 50% off, and the evening will benefit the Police Activities League (P.A.L.). SMTT is asking for attendees to bring an unwrapped toy for a child.

Edwards notified the board of SMTT's new hire, Brian Wright, Business Development Director. Wright comes to SMTT from Visit California, and he has more than a decade of executive-level experience in the travel industry.

Edwards informed the board of the upcoming Santa Monica Service Excellence Workshop that SMTT is facilitating. The work shop will be curated specially for Santa Monica businesses, and employees. Educator Erik Weiss has nationally been called the 'America's Service Guru' by CNN. The workshop will take place on December 5th and December 6th, at Le Merigot hotel.

For the Good of the Order: Carrey shared with the board of the upcoming Community Boutique: An Alternative Gift Fair taking place on Sunday, December 10th at 11:00am to 3:00pm. A flyer with further details was distributed.

Adjournment: Being no further Chairman Lunetta adjourned meeting at 6:15 p.m.