

**REGULAR BOARD OF DIRECTORS MEETING**

**Date:** Wednesday, September 12, 2018  
**Time:** 5:00 p.m. – 6:30 p.m.  
**Location:** Fairmont Miramar Hotel & Bungalows – The Stateroom  
 101 Wilshire Boulevard, Santa Monica, CA 90401  
 Hosted Valet Parking

**SEPTEMBER 12, 2018 AGENDA**

- I. Call to Order & Welcome.....Chairman Lunetta
- II. Roll Call & Self Introductions.....Chairman Lunetta
- III. City of Santa Monica, City Manager Update ..... Rick Cole
- IV. Approval of the June 6, 2018 Meeting Minutes ..... Vice Chair Flynn
- V. Acceptance of the April and May 2018 Financials..... Treasurer Chacker
- VI. Formal Vote 2018-2019 Executive Committee Slate of Officers .....Chairman Lunetta
- VII. Mission/Vision/Brand Promise Discussion ..... Sidoriak
- VIII. SMTT Staff Updates:
  - a. Sales & Marketing..... Holmes
  - b. PR Update.....Salisbury
  - c. Operations/Client Services Activities ..... Edwards
  - d. Brand Perception Study/Visitor Experience..... Sidoriak
  - e. CEO’s Update/TMD Increase..... Kerns
- IX. For the Good of the Order .....Chairman Lunetta
- X. Adjournment.....Chairman Lunetta

**\*\*Important Dates\*\***

- Santa Monica History Museum Gala: 09/16/18 – We have tickets!
- Brand Perception Study Work Session: 09/18/18 at Location TBD 3:00p.m. – 5:30p.m.
- Fall Mixer: 10/04/18 at Location TBD 3:30p.m. – 7:30p.m.
- Board Governance Session TBD
- General Manager Meeting: 10/10/18 at SMTT 10:00a.m. – 11:30a.m.
- AFM Welcome Reception: 10/31/18 at Loews Santa Monica Beach Hotel 9:00 a.m.
- AFM 10/31/18 – 11/07/18 at Loews Santa Monica Beach Hotel
- Winter Board Meeting: 11/14/18 at Location TBD 5:00 p.m. – 6:30 p.m

**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.