

REGULAR BOARD OF DIRECTORS MEETING

Date: Wednesday, November 14, 2018
Time: 5:00 p.m. – 6:30 p.m.
Location: Santa Monica Travel & Tourism
 First Floor Conference Room
 2427 Main Street, Santa Monica, CA 90405

NOVEMBER 14, 2018 AGENDA

- I. Call to Order & Welcome Chairman Chacker
- II. Roll Call & Self Introductions Chairman Chacker
- III. Installation Oath of Incoming Board Member(s)..... Chairman Chacker
- IV. City of Santa Monica, City Manager UpdateRick Cole
- V. Approval of the September 12, 2018 Meeting Minutes Secretary Gielicz
- VI. Acceptance of Financials.....Treasurer Hirsch
- VII. Acceptance of the TMD Contingency Request Memo.....Treasurer Hirsch
- VIII. SMTT Staff Updates:
 - a. Sales & Marketing.....Holmes
 - b. Operations/Client Services Activities..... Edwards
 - c. October 17th Brand Perception Study Work Session Holmes
 - d. CEO’s Update.....Kerns
- IX. For the Good of the Order Chairman Chacker
- X. Adjournment..... Chairman Chacker

****Important Dates****

SantaMoniCARES Clothing Drive: November 1st – December 9th Curbside at Main Street Visitor Center

SMTT Holiday Party: December 6th 5:00 p.m. – 7:30 p.m. at Main Street Visitor Center

State of the City: February 6th 5:00 p.m. – 7:30 p.m. at Soka Gakkai World Peace Auditorium *(Please contact Tammy Ryan as soon as possible if you’d like to attend.)*

Quarterly Board Meeting: January 9th at 5:00 p.m. -- *Location TBD*

10th Annual Tourism Summit: May 8th at the Jonathan Club

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.