

**SPECIAL TOURISM MARKETING DISTRICT COMMITTEE MEETING**

**Date:** Tuesday, January 29, 2019  
**Time:** 9:00 a.m. – 9:30 a.m.  
**Location:** Santa Monica Travel & Tourism  
 First Floor Conference Room  
 2427 Main Street, Santa Monica, CA 90405

**NOTICE IS HEREBY GIVEN** that a meeting of the Tourism Marketing District Committee will be held at 9:00 a.m. on Tuesday, January 29, 2019 at Santa Monica Travel & Tourism, for the purpose of only conducting the following business:

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**JANUARY 29, 2019 AGENDA**

- I. Call to Order & Welcome .....Chairman Lehman
- II. TMD Committee Ballot Results.....Kerns
- III. TMD Committee EOC Elections.....Kerns
- IV. Approval of the November 13, 2018 Meeting Minutes... Secretary/Treasurer Peck
- V. Acceptance of the TMD Financial Memo ..... Secretary/Treasurer Peck
- VI. Draft of TMD Forecast: 2019/2020 and 2020/2021..... Secretary/Treasurer Peck
- VII. CEO’s Update.....Kerns
- VIII. Public Comment..... Open
- IX. For the Good of the Order.....Chairman Lehman
- X. Adjournment.....Chairman Lehman

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

**State of the City:** February 6<sup>th</sup> 5:00 p.m. – 7:30 p.m. at Soka Gakkai World Peace Auditorium

**Human Trafficking Security Staff Training Session:** March 5<sup>th</sup> at SMTT, 10:00 a.m. – 12:00 p.m.

**SMTT Spring Mixer:** April 2019 – Location TBD

**10<sup>th</sup> Annual Tourism Summit:** May 8<sup>th</sup> at the Jonathan Club

**SMTT BOD/TMD Committee Joint Annual Meeting:** May 15<sup>th</sup> at 5:00 p.m. – Location TBD

**MISSION STATEMENT**

Santa Monica Travel and Tourism (SMTT) works to strengthen our local economy by enhancing and promoting our community as a distinctive, compelling and welcoming 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.