

**REGULAR TOURISM MARKETING DISTRICT COMMITTEE MEETING**

**Date:** Tuesday, November 13, 2018  
**Time:** 9:30 a.m. – 10:30 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 9:30 a.m. on Tuesday, November 13, 2018 at the Santa Monica Travel & Tourism, for the purpose of only conducting the following business:

**NOVEMBER 13, 2018 AGENDA**

- I. Call to Order & Welcome ..... Chairman Lehman
- II. Roll Call & Self Introductions ..... Chairman Lehman
- III. Approval of the September 11, 2018 Meeting Minutes ..Secretary/Treasurer Peck
- IV. Acceptance of the TMD Financial Memo .....Secretary/Treasurer Peck
- V. Acceptance of the TMD Contingency Request Memo....Secretary/Treasurer Peck
- VI. SMTT Staff Updates:
  - a. Sales & Marketing.....Holmes
  - b. Operations Update..... Edwards
  - c. October 17<sup>th</sup> Brand Perception Study Work Session ..... Holmes
  - d. CEO’s Update.....Kerns
- VII. Public Comment ..... Open
- VIII. For the Good of the Order ..... Chairman Lehman
- IX. Adjournment..... Chairman Lehman

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

**SantaMoniCARES Clothing Drive:** November 1<sup>st</sup> – December 9<sup>th</sup> Curbside at Main Street Visitor Center

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

**State of the City:** February 6<sup>th</sup> 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.)*

**Spring TMD Meeting:** February 12<sup>th</sup> at SMTT 9:30 a.m. – 10:30 a.m.

**10<sup>th</sup> Annual Tourism Summit:** May 8<sup>th</sup> 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.

### **NOTICE TO PUBLIC**

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Committee. The Agenda provides a general description and staff recommendations; on rare occasion the Committee may take action on matters of urgency. No other business will be considered.

### **GOVERNMENT CODE 54956**

(a) A special meeting may be called at any time by the presiding officer of the legislative body of a local agency, or by a majority of the members of the legislative body, by delivering written notice to each member of the legislative body and to each local newspaper of general circulation and radio or television station requesting notice in writing and posting a notice on the local agency's Internet Web site, if the local agency has one. The notice shall be delivered personally or by any other means and shall be received at least 24 hours before the time of the meeting as specified in the notice. The call and notice shall specify the time and place of the special meeting and the business to be transacted or discussed. No other business shall be considered at these meetings by the legislative body. The written notice may be dispensed with as to any member who at or prior to the time the meeting convenes files with the clerk or secretary of the legislative body a written waiver of notice. The waiver may be given by telegram. The written notice may also be dispensed with as to any member who is actually present at the meeting at the time it convenes.

### **BROWN ACT NOTICE**

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting and 24 hours prior to a special meeting. Action may not be taken on items not posted on the agenda.

### **ADA NOTICE**

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Evan Edwards at (310) 319-6263 at least 48 hours prior to the meeting. This agenda is available in alternate format upon request by calling Santa Monica Travel & Tourism.

**Next TMD Meeting**  
Tuesday, February 12, 2019  
9:30 a.m. – 10:30 a.m.  
SMTT – 2427 Main Street

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