

SANTA MONICA TRAVEL & TOURISM (SMTT)

Regular Meeting of the Board of Directors

Santa Monica Travel & Tourism, Conference Room, 2427 Main Street, Santa Monica, CA 90405

Wednesday, November 14, 2018 from 5:05 p.m. – 6:30 p.m.

Board Members Present: Richard Chacker (Chair), Albin Gielicz (Secretary), Damien Hirsch (Treasurer), Darlene Evans, Lauralee Asch, Neil Carrey.

Board Members Absent: Nicole Flynn (Vice Chair), Matthew Lehman, Gerry Peck, Rosemary Regalbuto, and Rick Cole.

Staff Present: Misti Kerns, Kim Sidoriak, Evan Edwards, Omark Holmes, and Monique Haslock.

Call to Order: Chairman Chacker called the meeting to order at 5:05 p.m.

Installation Oath of Incoming Board Member(s): Chairman Chacker conducted the swearing in of Secretary Gielicz as a member of the SMTT Board of Directors.

Approval of the September 12, 2018 Meeting Minutes: Chairman Chacker presented the minutes from the September 12, 2018 Board Meeting. Carrey made the motion to approve with the correction of replacing the verbiage from Approval to Acceptance, Evans seconded the motion. E. Edwards called for roll call and a vote. The motion passed unanimously with all Board Members present with the exception of Vice Chair Nicole Flynn, Matthew Lehman, Gerry Peck, Rosemary Regalbuto, and Rick Cole. Secretary Gielicz abstained.

Acceptance of Financials: Treasurer Hirsch presented the financials for the July 2018, August 2018 and September 2018 Financials. Secretary Gielicz motioned to approve, Carrey seconded the motion. E. Edwards called for a vote. The motion passed unanimously with all Board Members present with the exception of Vice Chair Nicole Flynn, Matthew Lehman, Gerry Peck, Rosemary Regalbuto, and Rick Cole.

Acceptance of the TMD Contingency Request Memo: Treasurer Hirsch presented the TMD Contingency Funds Request. Carrey motioned to approve, Secretary Gielicz seconded the motion. The motion passed unanimously with all Board Members present with the exception of Vice Chair Nicole Flynn, Matthew Lehman, Gerry Peck, Rosemary Regalbuto, and Rick Cole.

Treasurer Hirsch presented the 2018-2019 Budget Respread. Evans motioned to approve, Asch seconded the motion. The motion passed unanimously with all Board Members present with the exception of Vice Chair Nicole Flynn, Matthew Lehman, Gerry Peck, Rosemary Regalbuto, and Rick Cole.

Sales & Marketing Update: Holmes presented an update on SMTT's domestic campaign to drive bookings during the shoulder season (October 2018 – April 2019). The digital campaign will target Santa Monica's top domestic feeder markets including San Francisco, Seattle, Chicago, New York City, Dallas, Phoenix, Baltimore, Boston and Washington D.C. He also spotlighted our Extra Bedroom Program where participating hotels offer discounts to local residents who may need room for visitors or a stay-cation. Holmes shared that Restaurant Week runs January 7-13, 2019 right before dineLA. The featured ingredient this year is the persimmon. Lastly Holmes informed the Board we will be conducting an All-Hands Agency meeting on December 6, 2018 before our Holiday Mixer.

Operations/Client Services: Edwards mentioned additional information on the Extra Bedroom Program and Cover Contest were included in the packets. She also reminded the Board of the Holiday Mixer at SMTT on 12/6 from 5:00pm-7:30pm. Edwards shared SantaMoniCARES' clothing drive ends at the Under the Fig event on December 9th and in the Spring, we will be sponsoring an 80's Prom Night fundraiser. She spoke of the recent tenant improvements, hiring of a Client Services Assistant, Jenna Arocha, staff benefits meeting with Blue

Shield representative and 401k specialist. Edwards stated our annual audit will be taking place on December 10th. Lastly, she mentioned the TMD Committee voted and approved the annual increases.

Brand Perception Study Work Session: Sidoriak shared that SMTT conducted two stakeholder work sessions for the Brand Perception Study. The first was held in September with the Board, TMD and City department heads. An additional work session was held in October with stakeholders from Cultural Affairs, Police Department, Downtown Santa Monica, Santa Monica Pier and more. The purpose of both sessions was to brainstorm ideas about how to tackle root challenges identified in the study (cost of doing business, community livability concerns, visitors want new experiences, the need for hotels to reinvest, etc.), Kerns mentioned the next phase will be meeting with the City regarding funding and legalities around some of the ideas and solutions discussed in these sessions.

CEO Update: Kerns shared that SMTT is strategically building up our sales team starting with a newly hired Group Sales Coordinator and eventually hiring a Senior Sales Manager or Director. She mentioned the inclusion and information on the City working to create a Santa Monica roadmap to end homeless. Kerns also thanked Evan Edwards for her involvement in coordinating an amenity kit give away for the homeless using donated toiletries from participating hotels; over 60 boxes of goods were collected. She stated the City has reached out to SMTT and asked to assist with a coat, sock, and blanket drive for the annual homeless count. Kerns thanked everyone involved in making the India FAM a success and felt it will pay off in dividends in the future. Kerns stated she was invited to attend a 12-day trip to India by Los Angeles Tourism but will not be making the trip as it was not budgeted for. Kerns mentioned there is an item on the city council agenda that came from the Commission on the Status of Women which recommends that the Council consider legislation to protect hotel workers from sexual violence, unreasonable workloads, and provide comprehensive education and training. Kerns shared the Chamber along with the City are conducting training sessions to help food and beverage providers comply with the new Disposable Food Service Ware Ordinance effective January 1, 2019 where only marine degradable disposable food ware can be used. Lastly, Kerns shared that Beth Hansler is on a leave of absence until January 15, 2019.

For the Good of the Order Chairman Chacker shared the discussion at last night's Woolsey Fire meeting at Santa Monica High School along his personal experience and was impressed how Santa Monica stepped up assisting fire victims.

Adjournment: Being no further items for discussion, Chairman Chacker adjourned the meeting at 6:30 p.m.