

SANTA MONICA TRAVEL & TOURISM (SMTT)

Regular Meeting of the Tourism District Marketing Committee

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

Tuesday, November 13, 2018 from 9:37 a.m. – 10:40 a.m.

TMD Committee Members Present: Matthew Lehman (Chairman, Fairmont Miramar Hotel), Joyce Syme (Seaview Hotel), Daniel Gregory (Ocean Lodge), and Michael Bridges (Viceroy Santa Monica).

TMD Committee Members Absent: Daniel Ben-Efraim (Vice Chairman, ETC Hotels), Gerry Peck (Secretary/Treasurer, Shore Hotel), Leah Edwards (Oceana Beach Club Hotel), and Derek McCann (Loews Hotel Santa Monica Beach).

Staff Present: Misti Kerns, Evan Edwards, Omark Holmes, and Tammy Ryan.

Call to Order: Chairman Lehman called the meeting to order at 9:37 a.m.

Roll Call & Self Introductions: TMD Committee Members gave brief self-introductions. Kerns thanked everyone for attending in light of the extenuating circumstances of the recent wildfires; thanked everyone for opening up their doors during the recent events.

Kerns informed the Committee about the financial meeting she conducted with Gerry Peck and Damien Hirsch prior to this meeting and said that should any of the Committee members have questions regarding financials, they should feel free to approach any of the three.

Chairman Lehman conceded that the report can be confusing, Kerns acknowledged this and noted that the recent changes should help answer questions. E. Edwards followed-up by saying that once the Board approves the financials, we will email them out.

Approval of the September 11, 2018 Meeting Minutes: Due to Secretary/Treasurer Peck's absence, Kerns presented the meeting minutes from the September 11, 2018 TMD Committee Meeting. A motion to approve the minutes was offered by Gregory and seconded by Bridges; the motion passed unanimously with all TMD Committee members present with the exception of Ben-Efraim, Edwards, Peck, and McCann.

Acceptance of the TMD Financial Memo: E. Edwards presented the TMD Financial Memo in Secretary/Treasurer Peck's absence. Kerns explained the recent revisions to income were due to the Oceana's renovation and the delay in the opening of the new Proper Hotel. A motion to accept the financials was offered by Gregory and seconded by Bridges; the motion passed unanimously with all TMD Committee members present with the exception of Ben-Efraim, Edwards, Peck, and McCann.

Acceptance of the TMD Contingency Request Memo: E. Edwards and Kerns broke down the specifics of the request to include the Oceana Renovations, the delay of the opening of Proper Hotel, and gave a broad overview of the Brand Perceptions Study, the retention of the crisis management firm, social media cost, the new Street Art Map & Guide, photo shoots for the luxury travel market, and SMTT's support of the children's program at the Pier. The expectations of the crisis management firm are to assist with examples like the recent wildfire, where their expertise would be an asset. A motion to accept the financials was offered by Lehman and seconded by Gregory; the motion passed unanimously with all TMD Committee members present with the exception of Ben-Efraim, Edwards, Peck, and McCann.

Approved at Special TMD Committee Meeting on January 28, 2019

SMTT Staff Updates:

Sales & Marketing: Holmes presented the Sales & Marketing update, referencing the “shoulder season” and domestic feeder markets campaign running through March 2019, and the beginning of the Extra Bedroom Program season. Kerns reminded the Committee that the SMTT marketing team has created toolkits they can use to further educate their reservation staff on the Extra Bedroom Program. Holmes described the efforts we’re making to support Restaurant Week in January, with the persimmon being the spotlighted ingredient. Kerns added that this program is tied-in with the State of California’s Restaurant Month. Holmes concluded his presentation noting the marketing team’s annual “all hands” meeting, includes all of the vendors and partners SMTT works with assembling to brainstorm and strategize for the coming year.

Operations Update: E. Edwards began her overview of the operational update with the department’s preparation for the annual audit in December, and our recent increase in staffing in Client Services and Sales. Kerns spoke to Beth Hansler’s current leave of absence and offered some background on the recent sales coordinator. Gregory offered his support and faith in Holmes, and Lehman commended Edwards on her efforts as well. E. Edwards continued her operational report mentioning the upcoming Holiday Mixer, the 10th Annual Tourism Summit, and the Santa Monica CARES clothing drive in partnership with the Fairmont and the 80s Prom Night in the works. She gave a brief description the TMD Election process and important dates; Kerns informed the group that in light of the recent departure of the General Manager at DoubleTree, and the Wyndham General Manager being on a leave of absence, the election would commence in January.

CEO Update: Kerns closed the operations update by thanking the Committee for their Brand Perception work session participation, that we’ve identified root challenges, and that next up is the Destination Management Plan for strategy and implementation.

For the Good of the Order: Chairman Lehman called for the Good of the Order. He announced that they’re holding a small fundraiser for travel scholarships for young people in partnership with the hostel on Second Street. There was a brief discussion regarding the trend in slowing occupancy rates, and growth predictions for the future; both domestic and international.

Kern reminded the group of the Seascape Holiday motif taking place at the Pier (a window sponsored by the Santa Monica hotels), for the first time in ten years and strongly encourage the room to visit and support the Pier’s efforts. Lehman reminded the group of the Under the Fig Tree event at the Fairmont on December 9th.

Adjournment: Being no items for discussion, Chairman Lehman adjourned the meeting at 10:40 a.m.