

REGULAR BOARD OF DIRECTORS MEETING

Date: Wednesday, January 9, 2018
Time: 5:00 p.m. – 6:30 p.m.
Location: SMTT, 2427 Main Street, First Floor Conference Room
 Santa Monica, CA 90405

JANUARY 9, 2018 AGENDA

- I. Call to Order & Welcome Chairman Chacker
- II. Roll Call & Self Introductions Chairman Chacker
- III. City of Santa Monica, City Manager UpdateKatie E. Lichtig
- IV. Approval of the November 11, 2018 Meeting MinutesSecretary Gielicz
- V. Acceptance of October Financials..... Treasurer Hirsch
- VI. SMTT Staff Updates:
 - a. Sales & MarketingSidoriak
 - b. Operations/Client Services ActivitiesEdwards
 - c. CEO’s Update..... Kerns
- VII. For the Good of the Order Chairman Chacker
- VIII. Adjournment Chairman Chacker

****Important Dates****

Santa MoniCARES Clothing Drive: December 18th – January 18th at SMTT

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.*)

TMD Committee Quarterly Meeting: Tuesday, February 12th, 9:30 a.m. – 11:00 a.m.

SMTT Board of Directors Email Communication: Wednesday, February 13th

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

SMTT Board of Directors Regular Meeting: Wednesday, March 13th 5:00 p.m. – 6:30 p.m.

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

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.