

**REGULAR BOARD OF DIRECTORS MEETING**

**Date:** Wednesday, March 13, 2019  
**Time:** 5:00 p.m. – 6:30 p.m.  
**Location:** SMTT, 2427 Main Street, First Floor Conference Room  
 Santa Monica, CA 90405

**March 13, 2019 AGENDA**

- I. Call to Order & Welcome..... Chairman Chacker
- II. Roll Call & Self Introductions ..... Chairman Chacker
- III. Presentation: JUMP in Santa Monica..... Megan Prichard, JUMP
- IV. City of Santa Monica, City Manager Update ..... Katie E. Lichtig
- V. Approval of the January 9, 2019 Meeting Minutes ..... Chairman Chacker
- VI. Acceptance of the November and December Financials.....Treasurer Hirsch
- VII. 2019-2020 & 2020 & 2021 TMD Forecast and Budget Approval .....Treasurer Hirsch
- VIII. SMTT Staff Updates:
  - a. Sales..... Wright
  - b. Marketing ..... Sidoriak
  - c. Operations/Client Services Activities ..... Edwards
  - d. CEO’s Update ..... Kerns
- IX. For the Good of the Order ..... Chairman Chacker
- X. Adjournment ..... Chairman Chacker

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

**Santa MoniCARES Inaugural Fundraiser:** The Totally Awesome 80s Prom – April 13<sup>th</sup> from 7:00p.m. – 11:00p.m. at The Women’s Club – Tickets Available for Purchase (see attached)

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

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