

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, January 9, 2019 from 5:15 p.m. – 6:05 p.m.

Board Members Present: Richard Chacker (Chair), Nicole Flynn (Vice Chair), Albin Gielicz (Secretary), Damien Hirsch (Treasurer), Laurel Rosen (Chamber Liaison), Darlene Evans, Lauralee Asch, and Neil Carrey.

Board Members Absent: Katie E. Lichtig.

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

Call to Order: Chair Chacker called the meeting to order at 5:15 p.m.

Roll Call & Self Introductions: Chair Chacker called for self-introductions. Board Members gave brief self-introductions. Kerns explained Lichtig's regrets and absence from the meeting.

Approval of the November 11, 2018 Meeting Minutes: Secretary Gielicz presented the minutes from the November 11, 2018 Board Meeting. Carrey made the motion to correct the verbiage on the agenda item from 'Acceptance' to 'Approval', Evans seconded the motion. The motion passed unanimously with all Board Members present with the exception of Lichtig who was absent and Evans who arrived after the vote was cast. Vice Chair Flynn motioned to approve the minutes, Treasurer Hirsch seconded the motion. The motion passed unanimously with all Board Members present with the exception of Lichtig who was absent and Evans who arrived after the votes were cast.

Acceptance of Financials: Treasurer Hirsch presented the financials for October 2018 and gave a brief overview of August Actuals versus the October Budget. Chair Chacker motioned to approve, Secretary Gielicz seconded the motion. The motion passed unanimously with all Board Members present with the exception of Lichtig who was absent.

Sales & Marketing Update: Sidoriak and Kerns highlighted the Year-End Plan and thanked the Board for their assistance in crafting the Five-Year Plan. Sidoriak provided an overview of each department's Lane of Work and SMTT's work with Visit California and California Star Online Travel.

Holmes gave a detailed overview of the Destination Management Plan which has since been re-branded the Santa Monica Experience Plan to encompass resident, as well as visitor perception. Holmes thanked the Board for their support and input, then expanded upon the next steps that include addressing each specific issue directly with potential solutions. Kerns notified the Board that SMTT expects to have a report for review prepared by late April, early May 2019.

Operations/Client Services: Edwards presented the Operations/Client Services Update informing the board that SMTT is keeping with trends in saving funds over the course of 2018 assisted by implementing a new telephone service. The year in Operations included hiring six new employees, four of those new hires filling current vacancies, the remaining two were entirely new positions. SMTT conducted four staff team retreats, staff training which included Banquet Event Training in which staff members "shadowed" area hotel banquet staff for the day, and Emergency Operations Training. The department also oversaw the annual audit and made improvements to the Visitor Services Kiosk and ergonomic improvements in the administrative offices, reflecting the Santa Monica Wellbeing Project.

Client Services made numerous charitable donations this year, including the donation of gently used computers to the Police Activities League and is preparing for our inaugural holiday clothing drive in partnership with Fairmont Hotel & Bungalows at their annual Under the Fig event, via the newly formed Santa MoniCARES program.

Approved by the SMTT Board of Directors at the March 13, 2019 Meeting

CEO Update: Kerns asked the Board to review their calendar in anticipation of rescheduling the Joint Annual Meeting in May 2019, as the currently scheduled date conflicts with the 10th Annual Tourism Summit scheduled for May 8, 2019. After discussion amongst the Board it was agreed that May 15th would be the best date for all to attend. Kerns informed the Board that a representative from Los Angeles International Airport would be presenting at the next Sales Directors meeting SMTT is hosting to discuss the major renovations at the airport and how that might impact the visitor experience to Santa Monica and asked the Board to make certain their respective Sales Directors were aware of the meeting.

There was brief discussion about the proposed ordinance before the City in regard to independent vendors on the Pier and the different variations of a new bridge being proposed to the City and how long the review process may take before actual plans are approved and implemented. Kerns closed by thanking Sidoriak and Edwards for their coverage during her recent unexpected absence from the office.

Installation Oath of Incoming Board Member(s): Chair Chacker administered the Oath of Office to RoseMary Regalbutto, swearing her in as a member of the SMTT Board of Directors.

For the Good of the Order Chair Chacker called for the Good of the Order. Rosen reminded the room of the upcoming State of the City event and distributed flyers to the room. Secretary Gielicz announced that he would be running for the vacant City Council seat. Evans reminded everyone of the upcoming celebration of Dr. Martin Luther King, Jr. on January 21, 2019. Vice Chair Flynn announced that new tenants will be occupying space in Santa Monica Place in the Spring of 2019, including Forever 21 and the museum.

Adjournment: Being no further items for discussion, Chair Chacker adjourned the meeting at 6:05 p.m.