

SPECIAL JOINT MEETING
SMTT BOARD OF DIRECTORS AND TOURISM MARKETING DISTRICT COMMITTEE

Date: Wednesday, May 15, 2019
Time: 5:00 p.m. – 7:00 p.m.
Location: JW Marriott Le Merigot in the Pacific Beach Room
 1740 Ocean Avenue, Santa Monica, CA 90401
 Host Parking Available

NOTICE IS HEREBY GIVEN that a special joint meeting of the Board of Directors and Tourism Marketing District Committee and will be held at 5:00 p.m. on Wednesday, May 15, 2019 at the JW MARRIOTT, for the purpose of only conducting the following business:

MAY 15, 2019 AGENDA ITEMS

GENERAL UPDATES

- I. Call to Order & Welcome..... Chairman Chacker
- II. Roll Call & Self Introductions Chairman Chacker
- III. Speaker: Framework Tim Dodd, Chief Performance Officer, City of Santa Monica
- IV. City of Santa Monica, City Manager Update Katie E. Lichtig
- V. SMTT Staff Updates:
 - a. Marketing/PR Update Sidoriak
 - b. Brand Perception Study Update Holmes
 - c. Operations/Client Services/Santa MoniCARES..... Edwards
- VI. Sales/CEO Update Kerns

10 MINUTE INTERMISSION

BOARD BUSINESS

- VII. Approval of the March 13, 2019 Board Meeting Minutes Secretary Gielicz
- VIII. Approval of the March 5, 2019 TMD Meeting Minutes Secretary/Treasurer Peck
- IX. Acceptance of the January & February Financials..... Treasurer Hirsch
- X. 2017-2018 Audit Results Treasurer Hirsch
- XI. Acceptance of the TMD Collections Memo Secretary/Treasurer Peck
- XII. Approval of the 2019-2020 SMTT Budget..... Edwards
- XIII. Formal Vote 2019-2020 Executive Committee Slate of Officers Chairman Chacker
- XIV. Public Comment Chairman Chacker
- XV. For the Good of the Order Incoming Chair
- XVI. Adjournment Incoming Chair

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.

****IMPORTANT DATES FOR BOARD PARTICIPATION****

Board of Directors Meeting:	Wednesday, July 10 th , 5:00 p.m. at SMTT
Santa MoniCARES Inaugural Fundraiser:	Totally Awesome 80s Prom – Saturday, July 27 th 7:00 p.m. – 11:00 p.m. at The Women’s Club
TMD Committee Meeting:	Tuesday, August 13 th , 3:00 p.m. at SMTT

NOTICE TO PUBLIC

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Committee. The Agenda provides a general description and staff recommendations; on rare occasion the Committee may take action on matters of urgency. No other business will be considered.

GOVERNMENT CODE 54956

(a) A special meeting may be called at any time by the presiding officer of the legislative body of a local agency, or by a majority of the members of the legislative body, by delivering written notice to each member of the legislative body and to each local newspaper of general circulation and radio or television station requesting notice in writing and posting a notice on the local agency’s Internet Web site, if the local agency has one. The notice shall be delivered personally or by any other means and shall be received at least 24 hours before the time of the meeting as specified in the notice. The call and notice shall specify the time and place of the special meeting and the business to be transacted or discussed. No other business shall be considered at these meetings by the legislative body. The written notice may be dispensed with as to any member who at or prior to the time the meeting convenes files with the clerk or secretary of the legislative body a written waiver of notice. The waiver may be given by telegram. The written notice may also be dispensed with as to any member who is actually present at the meeting at the time it convenes.

BROWN ACT NOTICE

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting and 24 hours prior to a special meeting. Action may not be taken on items not posted on the agenda.

ADA NOTICE

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Evan Edwards at (310) 319-6263 at least 48 hours prior to the meeting. This agenda is available in alternate format upon request by calling Santa Monica Travel & Tourism.

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