

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, March 13, 2019 from 5:05 p.m. – 6:57 p.m.

Board Members Present: Richard Chacker (Chair), Nicole Flynn (Vice Chair), Damien Hirsch (Treasurer), Matthew Lehman, Darlene Evans, Lauralee Asch, Neil Carrey, RoseMary Regalbuto, Gerry Peck, and Katie E. Lichtig.

Board Members Absent: Albin Gielicz (Secretary)

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

Guest Speaker: Megan Prichard, General Manager/JUMP

Call to Order: Chair Chacker called the meeting to order at 5:05 p.m.

Roll Call & Self Introductions: Chair Chacker called for self-introductions. Board Members gave brief self-introductions, then Chacker introduced guest speaker Megan Prichard, General Manager at JUMP.

Guest Speaker – JUMP in Santa Monica: JUMP General Manager, Megan Prichard presented a brief history of JUMP as the world's first dock-less bicycle program. She then gave a progress report of the JUMP Scooter/Bicycle program since its inception with the pilot program that began in Santa Monica in October 2018. Prichard explained how they track use of the vehicles and their drivers, how they use the data they collect, and emphasized that the company is actively seeking residential input from the communities they serve. She then opened the floor to questions, and a question and answer session followed.

City Manager Update: Lichtig expressed her happiness at becoming an SMTT Board Member and gave an appraised the group of the opening of the Clayton Children's Museum on June 1st. Lichtig gave a status update on the Miramar site plans for the Gehry Hotel Project and that it will include space for mixed use in addition to the hotel. The Proper Hotel is close to being completed and the City is in discussion with them in regard to their proximity to the park and their sustainability strategy. Lichtig noted the Vendor Workshop scheduled with the city for that evening. There was discussion regarding the recently enacted state laws allowing for independent vendors.

Approval of the January 9, 2019 Meeting Minutes: Chair Chacker presented the minutes from the January 9, 2019 meeting in Secretary Gielicz's absence. Carrey moved to approve the minutes, Regalbuto seconded the motion, Lichtig abstained. The motion passed unanimously with all Board Members present with the exception of Gielicz who was absent and Lichtig who abstained.

Acceptance of Financials: Treasurer Hirsch presented the financials for November and December 2018. Carrey moved to accept, Regalbuto seconded the motion. The motion passed unanimously with all Board Members present with the exception of Gielicz who was absent.

Approval of 2019/2020 – 2020/2021 TMD Forecast and Budget: Treasurer Hirsch presented the TMD Forecast and Budget. Peck moved to approve, Regalbuto seconded the motion. The motion passed unanimously with all Board Members present with the exception of Gielicz who was absent.

SMTT Staff Updates: Wright gave a brief history of Santa Monica Travel & Tourism's progress within the California luxury market in the United Kingdom. He then expanded upon the recent inaugural collaboration between Visit California and SMTT, in partnership with Connect California to host high-end tour operators from around the world here in Santa Monica. Kerns explained the benefit of hosting the operators here in California in order to further penetrate these exclusive markets with tangible on-the-ground experiences.

CEO Update: Kerns asked the Board to consider what methodology they would prefer in regard to the various options for the Board members in using City assigned email addresses. Three options were presented to consider, with a brief discussion on what might be best, and if other SMTT boards would be impacted. It was decided that Kerns would pose a few questions to the City about these options before any specific email policy is adopted.

Kerns addressed the budget for the upcoming year in broad terms given the recent changes in travel protocol in Europe and whether or not this would require any changes in marketing in a domestic space. She reiterated the need for support from the hotels in this regard so as not to duplicate efforts, as we are competing with not just Los Angeles, but San Diego and others as well.

For the Good of the Order Chair Chacker called for the Good of the Order.

Adjournment: Being no further items for discussion, Chair Chacker adjourned the meeting at 6:57 p.m.