

SANTA MONICA TRAVEL & TOURISM (SMTT)

Special Meeting of the Tourism District Marketing Committee

Santa Monica Travel & Tourism, First Floor Conference Room, 2427 Main Street, Santa Monica, CA 90405

Tuesday, March 5, 2019 from 3:15 p.m. – 3:55 p.m.

TMD Committee Members Present: Matthew Lehman (Chair, Fairmont Miramar Hotel), Joyce Syme (Vice Chair, Seaview Hotel), Gerry Peck (Secretary/Treasurer, Shore Hotel), Derek McCann (Loews Hotel Santa Monica Beach) Angela Rogers (Hotel Carmel), and Juan Viramontes (Gateway Hotel Santa Monica).

TMD Committee Members Absent: Daniel Ben-Efraim (ETC Hotels), Michael Bridges (Viceroy Santa Monica), and Deepak Mehra (Le Meridien Delfina Santa Monica).

Staff Present: Misti Kerns, Omark Holmes, and Tammy Ryan.

Call to Order: Chairman Lehman called the meeting to order at 3:15 p.m.

Roll Call & Self Introductions: Lehman began roll call and TMD Committee Members gave brief self-introductions.

Approval of the January 29, 2019 Meeting Minutes: Secretary/Treasurer Peck presented the meeting minutes from the January 29, 2019 TMD Committee Meeting. A motion to approve the minutes was offered by Peck and seconded by McCann; the motion passed unanimously with all TMD Committee members present with the exception of Ben-Efraim, Bridges, and Mehra, who were absent, Rogers who arrived after the vote, and Peck who abstained.

Vote to Approve the SMTMD Assessment Increase & Move Collections to Calendar Year: Secretary/Treasurer Peck presented the SMTMD Assessment Increase per the SMTMD plan and vote to move the increase to January 1, 2020. The move keeps with the previous year's decision to transfer from fiscal year to calendar. Kerns explained that the hotels prefer the increase to take effect on the calendar year cycle. A motion to approve the SMTMD Assessment Increase was approved along with the new increase going into effect January 1, 2020 was offered by Lehman and seconded by McCann; the motion passed unanimously with all TMD Committee members present with the exception of Ben-Efraim, Bridges and Mehra who were absent, and Rogers arrived late.

2019-2020 & 2020-2021 TMD Forecast and Budget Acceptance: Secretary/Treasurer Peck presented the 2019-2020 & 2020-2021 TMD Forecast and Budget. A motion to approve the forecast and budget was offered by Viramontes and seconded by Syme; the motion passed unanimously with all TMD Committee members present with the exception of Ben-Efraim, Bridges, and Mehra who were absent, and Rogers who arrived after the vote.

Acceptance of the TMD Financial Memo: Secretary/Treasurer Peck presented the TMD Financial Memo. A motion to accept the Financial Memo was offered by Lehman and seconded by McCann; the motion passed unanimously with all TMD Committee members present with the exception of Ben-Efraim, Bridges, and Mehra who were absent, and Rogers who arrived late.

SMTT Staff Updates:

Sales & Marketing: Holmes began the Sales & Marketing update with an overview of the upcoming Santa Monica Experience Management Plan. There are six sessions scheduled to build upon the four key insights determined by initial Brand Perception Study. During these upcoming sessions the key stakeholders will discuss action items to be implemented. Kerns explained that the reason the name of the project had changed was because it has evolved to include resident, as well as visitor, perception. There was discussion about what those

Approved at the Annual Joint BOD/TMD Committee Meeting on May 15, 2019

action items might look like and Kerns reiterated the SMTT partnership with the city to assist in implementation and addressed the benefits of advertising and promotion. Holmes gave an update on the renovation of the MICE microsite and the re-branding of all the marketing materials for MICE.

CEO Update: Kerns presented a wrap-up of the Connections California events. Santa Monica Travel & Tourism in partnership with Visit California identified the top 40 luxury market buyers and suppliers and created various Santa Monica “experiences” for the attendees.

Kerns informed the Committee that SMTT is a major sponsor of U.S. Travel Association’s IPW being held in Anaheim this year. This includes a California Pavilion, and our annual client event, a California Beach Party. Kerns noted the possibility of being more expensive next year and that hotels should take advantage of the current opportunity to participate so close to home.

Kerns touched briefly on the Australian activation and cross-marketing opportunities, the fact that Santa Monica is the first destination to receive a ROI guarantee from China, and scheduled trips to both India and the Middle East in the near future.

Public Comment: Chairman Lehman announced the opportunity for public comment. There was not public comment.

For the Good of the Order: Chairman Lehman called for the Good of the Order.

Adjournment: Being no items for discussion, Chairman Lehman adjourned the meeting at 3.55 p.m.