

## **SANTA MONICA TRAVEL & TOURISM (SMTT)**

Special Joint Meeting of the SMTT Board of Directors and Tourism Marketing District Committee  
JW Marriott Le Merigot in the Santa Monica Room, 1740 Ocean Avenue, Santa Monica, CA 90401  
Wednesday, May 15, 2019 from 5:20 p.m. – 6:47 p.m.

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

**Board Members Absent:** Darlene Evans

**TMD Committee Members Present:** Matthew Lehman (Chair, Fairmont Miramar Hotel & Bungalows), Joyce Syme (Vice Chair, Seaview Hotel), Gerry Peck (Secretary/Treasurer, Shore Hotel), Daniel Ben-Efraim (ETC Hotels), and Juan Viramontes (Gateway Hotel Santa Monica)

**TMD Committee Members Absent:** Derek McCann (Loews Santa Monica Beach Hotel), Angela Rogers (Hotel Carmel), and Deepak Mehra (Le Meridien Delfina Santa Monica & Viceroy).

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

**Guest Speaker:** Tim Dodd, Chief Performance Officer/City of Santa Monica

**Call to Order:** Chair Chacker called the meeting to order at 5:20 p.m.

**Roll Call & Self Introductions:** Chair Chacker called for self-introductions. Board Members gave brief self-introductions, then Kerns thanked everyone for attending and Hirsch for hosting the meeting. She then yielded the floor to Lichtig who provided professional background on, and introduced, guest speaker Tim Dodd, Chief Performance Officer with the City of Santa Monica.

**Guest Speaker – Tim Dodd, Chief Performance Office/City of Santa Monica:** Dodd provided more detail of his background and shared his professional philosophy of creating a “coalition of the willing” in terms of creating a successful framework to meet the needs of key stakeholders and residents. He presented the current framework plan that encompasses 650 categories, is two years old, and the latest version is on track to be presented to the City Council in June of this year. The long-term goal is to create a malleable city budget that is based on clear milestones and performance and encourages community engagement. These milestones are based on three levels of metrics; inputs, outputs, and outcomes. He then opened the floor to questions, and a question and answer session followed.

**City Manager Update:** Lichtig gave a status update on the city budget study session scheduled for June 5<sup>th</sup> and notified the group that the City is in the process of implanting a six-year plan with attention being given to cybersecurity, as the state of California is the most targeted state in the country for these types of security attacks. The City website is being updated to reflect a 24/7 online portal to city government. Chacker inquired about the latest crime statistics and how they’re compiled. Lichtig explained they are measured yearly, and that Santa Monica has different reporting criteria than other communities. She then reminded the room that Promenade 3.0 is coming up to celebrate the thirtieth anniversary of the 3<sup>rd</sup> Street Promenade and is an opportunity to re-envision its future. The City is still in the process of negotiating the scope of management of the Promenade in the future. She then opened the floor to questions, and a question and answer session followed.

**SMTT Staff Updates:** Sidoriak presented a Public Relations overview that outlined the achievements of over 200 media placements and recounted Public Relations Manager, Lauren Salisbury's recent international relationship-building travels. Holmes presented the new Visitors Guide and Map and recapped SMTT's ongoing efforts in the China and India markets. Kerns shared the winner of the Visitor Guide photo contest, local Santa Monica Police Officer, Ed Burns. Holmes gave an update of the Santa Monica Destination Management Plan and the schedule of remaining stakeholder sessions. He also gave an update on the latest Agency of Record submissions to our RFP and the screening process.

**CEO Update:** Kerns announced the official launch of Santa MoniCARES and thanked Carrey for his legal insight and assistance in setting up the charitable organization. She reminded the group that tickets are available for the inaugural fundraising event next month. She thanked Edwards and the Client Services team for the amazing job with the recent Tourism Summit and that SMTT raised twenty-six thousand dollars in sponsorships. Kerns shared the goals of the CEO Mission in determining the best course of action going forward as a destination and the options available to pursue. She then reminded the group of the upcoming U.S. Travel IPW Tradeshow event in Anaheim and that SMTT is sponsoring an early-morning client event and invited the Board and Committee members to attend and walk the floor with her in June. Kerns informed them that SMTT is communicating with the City regarding traffic, vendors and curb space along Ocean Avenue and reminded them of the Fourth of July Parade and that this year's theme is Women in Leadership.

**Approval of the March 13, 2019 Board of Directors Meeting Minutes:** Secretary Gielicz presented the minutes from the March 13, 2019 meeting. Hirsch moved to approve the minutes, Regalbuto seconded the motion. The motion passed unanimously with all Board Members present with the exception of D. Evans who was absent.

**Approval of the March 5, 2019 TMD Committee Meeting Minutes:** Secretary/Treasurer Peck presented the minutes from the March 5, 2019 meeting. Peck moved to approve the minutes; Lehman seconded the motion. The motion passed unanimously with all Committee Members present with the exception of McCann, Rogers, and Mehra who were absent.

**Acceptance of Financials:** Treasurer Hirsch presented the financials for January and February 2019. Carrey moved to accept, Regalbuto seconded the motion. The motion passed unanimously with all Board Members present with the exception of D. Evans who was absent.

**2017 – 2018 Audit Results:** SMTT Board Treasurer Hirsch presented the 2017 – 2018 Audit Results noting that the decision was made not to purchase a new Visitor Services Mobile vehicle. TMD Secretary/Treasurer Peck asked that the decision not to purchase the vehicle be noted and explained within the document. This decision was due to the decrease in CPI from the City this year. Kerns thanked SMTT staff members Evan Edwards and Iris Gee in the success of the audit.

**Acceptance of the TMD Financial Memo:** TMD Committee Secretary/Treasurer Peck presented the TMD Financial Memo. A motion to accept the financials was offered by Lehman and seconded by Regalbuto; The motion passed unanimously with all Committee Members present with the exception of McCann, Rogers, and Mehra who were absent.

**Approval of 2019 – 2020 SMTT Budget:** Treasurer Hirsch presented the SMTT Budget. Flynn moved to approve, Gielicz seconded the motion. The motion passed unanimously with all Board Members present with the exception of D. Evans who was absent.

**Formal Vote 2019 – 2020 Executive Committee Slate of Officers:** Following email nominations, Chair Chacker presented the slate of officers for the Board of Directors Executive Committee for the term of July 1, 2019 – June 30, 2020: Chair – Matthew Lehman, Vice Chair – Damien Hirsch, Treasurer – Albin Gielicz, and Secretary – Neil Carrey. Chacker moved to accept the slate, Regalbuto seconded the motion. The slate was

accepted with all Board Members present with the exception of D. Evans who was absent. Chacker thanked the Board members for their support and expressed his pleasure in serving on the Board.

**For the Good of the Order** Chair Chacker called for the Good of the Order. Lehman announced the Bungalow Santa Monica has partnered with KCRW to launch a special series of events called Night Market, which will be held every Thursday night this summer in the parking lot in front of The Bungalow Santa Monica. Vice Chair Flynn announced her resignation from the Board after seven years of service and thanked everyone for their support.

**Adjournment:** Being no further items for discussion, Chair Chacker adjourned the meeting at 6:47 p.m.