

REGULAR BOARD OF DIRECTORS MEETING

Date: Wednesday, July 10, 2019
Time: 5:00 p.m. – 6:30 p.m.
Location: SMTT, 2427 Main Street,
 First Floor Conference Room
 Santa Monica, CA 90405
 Validated Parking at Edgemar Center Available

JULY 10, 2019 AGENDA ITEMS

- I. Call to Order & Welcome.....Chairman Lehman
- II. Roll Call & Self IntroductionsChairman Lehman
- III. City of Santa Monica, City Manager Update Katie E. Lichtig
- IV. Approval of the May 15, 2019 Joint Board/TMD Committee Meeting Minutes....Secretary Carrey
- V. Acceptance of the March & April Financials Treasurer Gielicz
- VI. Acceptance of the Contingency Request Memo.....Treasurer Gielicz
- VII. SMTT Staff Updates:
 - a. Marketing/PR Update Sidoriak
 - b. Experience Management Plan Update Holmes
 - c. Operations/Client Services/Santa MoniCARES..... Edwards
- VIII. Sales/CEO Update Kerns
- IX. Presentation: Promenade 3.0.....Kathleen Rawson, CEO/Downtown Santa Monica
- X. Public CommentChairman Lehman
- XI. For the Good of the OrderChairman Lehman
- XII. AdjournmentChairman Lehman

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

- Santa MoniCARES Inaugural Fundraiser:** Totally Awesome 80s Prom – Saturday, July 27th
7:00 p.m. – 11:00 p.m. at The Women’s Club
- SMTT Board of Directors Meeting:** Dark – *Board Communication Email, August 14th*
- SMTT Board of Directors Meeting:** Wednesday, September 18th, 5:00 p.m. at SMTT
- SMTT Board of Directors Meeting:** *Board Communication Email, August 14th*
- SMTT Board of Directors Meeting:** Wednesday, November 13th, 5:00 p.m. at SMTT
- SMTT Board of Directors Meeting:** *Board Communication Email, December 11th*

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.