

## SPECIAL BOARD OF DIRECTORS MEETING

**Date:** Wednesday, September 18, 2019  
**Time:** 5:30 p.m. – 7:00 p.m.  
**Location:** JW Marriott Santa Monica - Le Merigot  
 Pacific Beach Library  
 1740 Ocean Ave, Santa Monica, CA 90401  
 Host Valet Parking Available

### SEPTEMBER 18, 2019 AGENDA ITEMS

- I. Call to Order & Welcome.....Vice Chair Hirsch
- II. Roll Call & Self Introductions .....Vice Chair Hirsch
- III. City of Santa Monica, City Manager Update ..... Katie E. Lichtig
- IV. Approval of the July 10, 2019 Board Meeting Minutes.....Secretary Carrey
- V. Acceptance of the May & June Financials ..... Treasurer Gielicz
- VI. SMTT Staff Updates:
  - a. Marketing/Public Relations ..... Sidoriak
  - b. Experience Management Plan..... Holmes
  - c. Operations/Client Services ..... Edwards
- VII. Sales/CEO Update ..... Kerns
- VIII. Public Comment ..... Vice Chair Hirsch
- IX. For the Good of the Order ..... Vice Chair Hirsch
- X. Adjournment ..... Vice Chair Hirsch

### **\*\*IMPORTANT DATES\*\***

- SMTT Fall Mixer:** Wednesday, October 23<sup>rd</sup> at Cayton Children's Museum
- Santa Monica History Museum Gala:** September 22<sup>nd</sup> at the Fairmont Miramar Hotel
- Sustainable Works Eco Star Awards:** September 25<sup>th</sup> at Capital One Café *(We have tickets!)*
- American Film Market:** November 6 – 13, 2019
- SMTT Board of Directors Meeting:** Wednesday, November 13<sup>th</sup>, 5:00 p.m. at SMTT
- Partner Holiday Mixer:** Thursday, December 5<sup>th</sup>, 5:00 p.m. at SMTT
- SMTT Board of Directors Meeting:** *Board Communication Email, December 11<sup>th</sup>*

#### 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.