

**SANTA MONICA TRAVEL & TOURISM (SMTT)**  
Regular Meeting of the SMTT Board of Directors  
Santa Monica Travel & Tourism, 2427 Main Street, Santa Monica, CA 90405  
Wednesday, July 10, 2019 from 5:14 p.m. – 6:51 p.m.

**Board Members Present:** Matthew Lehman (Chair), Damien Hirsch (Vice Chair), Neil Carrey (Secretary), Albin Gielicz (Treasurer), RoseMary Regalbuto, Darlene Evans, Gerry Peck, Katie E. Lichtig, Jeff Klocke, and Jan Williamson

**Board Members Absent:** Lauralee Asch

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

**Guest Speaker:** Kathleen Rawson, CEO/Downtown Santa Monica, Inc.

**Call to Order:** Chair Lehman called the meeting to order at 5:14 p.m.

**Roll Call & Self Introductions:** Chair Lehman called for self-introductions. Board Members gave brief self-introductions, then Kerns thanked everyone for attending.

**City Manager Update:** Lichtig gave a status update on the City's goal to create a government financial task force, similar in structure to a pension advisory committee, in the fall of 2019. The primary focus of the task force would be to identify priorities and absent efficiencies, focusing on council priorities to create a cohesive partnership with various entities. The task force will be comprised of thirteen members, seven from the community, and six members from City staff and will fall under the Brown Act. The City intends to identify the committee by the end of August 2019. She encouraged any board members who would like to consider participating to reach out to her office.

**Approval of the May 15, 2019 SMTT Board of Directors/TMD Committee Special Joint Meeting Minutes:** Secretary Carrey presented the minutes from May 15, 2019 meeting. Regalbuto moved to approve the minutes, Peck seconded the motion. The motion passed unanimously with all Board Members present with the exception of Williamson who arrived after voting commenced.

**Acceptance of Financials:** Treasurer Gielicz presented the financials for March and April 2019. Regalbuto moved to accept, Hirsch seconded the motion. The motion passed unanimously with all Board Members present with the exception of Williamson who arrived after voting commenced.

**Approval of the Contingency Request Memo:** Treasurer Gielicz presented the Contingency Request Memo. A request to approve a City Contingency request of \$163,400.51 from City Contingency to amend the 2018-2019 budget which is over \$123,442.93 due to an expanded US Travel Association Membership, early payment and increase of the CalTravel Association Membership, 2 additional positions, and the Brand Perception Study continuation. The balance of city contingency funds, \$39,957.58 will be spread into the new 2019-2020 budget to be used for programs and services. Acceptance of this request will take the City Contingency Fund from 8% to 2%. A motion to approve the memo was offered by Carrey and seconded by Hirsch. The memo was approved unanimously with all Board Members present with the exception of Williamson who arrived after voting commenced.

**SMTT Staff Updates:** Holmes presented an update on the Experience Management Plan. He gave a detailed overview of the project from its origins in Brand Perception to the current actionable items to be discussed at the final stakeholder session the following week. He gave details regarding SMTT's branding strategy moving forward based on information gleaned from the project. Holmes explained the process for choosing a new Agency of Record and announced that local agency MMGY won the bid. Then he gave details regarding the agency's goals, priorities and strategic media planning for the upcoming year.

*Approved by the SMTT Board of Directors at the September 18, 2019 Meeting*

Edwards gave a visual presentation of the most recent charitable efforts implemented via Santa MoniCARES including the collection of hygiene kits for the less fortunate and noting the next scheduled collection is to be hosted by Fairmont Miramar Hotel & Bungalows. She reminded the board of the upcoming inaugural Santa MoniCARES fundraiser – The Totally Awesome 80s Prom and their opportunity to participate, as well as the Montana Avenue Artwalk.

**Sales/CEO Update:** Kerns presented the Sales Update which includes upcoming trips to Europe by our Business Development and Public Relations teams. Other upcoming trips include London and Australia which will feature local Santa Monica chefs Josiah Citron, Govind Armstrong, and former SMTT Board of Directors Chair, Raphael Lunetta. She informed the Board about the Luxury Market Roundtable session scheduled for later in the month where various options and strategies to service the luxury market would be discussed by luxury hoteliers. There are new opportunities to explore and identify in this market that vary as widely as medical tourism, procurement of cannabis on-site at hotels, and CBD spa product available for on-site retail sales.

**Guest Speaker – Kathleen Rawson, CEO/Downtown Santa Monica, Inc.:** Rawson gave a broad visual presentation on the plans to renovate the 3<sup>rd</sup> Street Promenade, most specifically the north block, upon its 30-year anniversary as “Santa Monica’s Living Room”. The Promenade 3.0. task force is a joint effort funded by the City and DTSM, Inc. to assess infrastructure needs and gather data about how people use the space to make better informed changes in its new design. DTSM is taking a three-pronged approach that incorporates public space, private property, and local infrastructure. Once all of the public feedback is gathered, Promenade businesses will be consulted for input on how the changes have impacted sales. The hope is to have all of the data in for analysis by end of Summer 2019.

**For the Good of the Order** Chair Lehman called for the Good of the Order.

**Adjournment:** Being no further items for discussion, Chair Lehman adjourned the meeting at 6:51 p.m.