

REGULAR BOARD OF DIRECTORS MEETING

Date: Wednesday, November 13, 2019
Time: 5:00 p.m. – 6:30 p.m.
Location: Santa Monica Travel & Tourism
Second Floor Conference Room
 2427 Main Street, Santa Monica, CA 90401
 On-site Validated Parking Available

NOVEMBER 13, 2019 AGENDA ITEMS

- I. Call to Order & Welcome Chairman Lehman
- II. Roll Call & Self Introductions Chairman Lehman
- III. Economic Update Councilman Morena
- IV. City of Santa Monica, City Manager Update Katie E. Lichtig
- V. Zero Waste Plan Update – City of Santa Monica Natalie Lessa
- VI. Agency of Record Introduction MMGY Global
- VII. Approval of the September 18, 2019 Board Meeting Minutes Secretary Carrey
- VIII. Acceptance of the July & August Financials Treasurer Gielicz
- IX. SMTT Staff Updates:
 - a. Experience Management Plan Update Sidoriak
 - b. Marketing/Public Relations Holmes
 - c. Operations/Client Services Edwards
- X. Sales/CEO Update Kerns
- XI. For the Good of the Order Chairman Lehman
- XII. Public Comment
- XIII. Adjournment Chairman Lehman

****IMPORTANT DATES****

City of Santa Monica Wellbeing Summit: Saturday, November 16th, 10 a.m. – 4:00 p.m. at SMC Center for Design and Media

Partner Holiday Mixer: Thursday, December 5th, 5:00 p.m. at SMTT

SMTT Board of Directors Meeting: *Board Communication Email, December 11th*

SMTT Board of Directors Meeting: Wednesday, January 8th, 5:00 p.m. at SMTT

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.

NOTICE TO PUBLIC

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Committee. The Agenda provides a general description and staff recommendations; on rare occasion the Committee may take action on matters of urgency. No other business will be considered.

GOVERNMENT CODE 54956

(a) A special meeting may be called at any time by the presiding officer of the legislative body of a local agency, or by a majority of the members of the legislative body, by delivering written notice to each member of the legislative body and to each local newspaper of general circulation and radio or television station requesting notice in writing and posting a notice on the local agency's Internet Web site, if the local agency has one. The notice shall be delivered personally or by any other means and shall be received at least 24 hours before the time of the meeting as specified in the notice. The call and notice shall specify the time and place of the special meeting and the business to be transacted or discussed. No other business shall be considered at these meetings by the legislative body. The written notice may be dispensed with as to any member who at or prior to the time the meeting convenes files with the clerk or secretary of the legislative body a written waiver of notice. The waiver may be given by telegram. The written notice may also be dispensed with as to any member who is actually present at the meeting at the time it convenes.

BROWN ACT NOTICE

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting and 24 hours prior to a special meeting. Action may not be taken on items not posted on the agenda.

ADA NOTICE

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Evan Edwards at (310) 319-6263 at least 48 hours prior to the meeting. This agenda is available in alternate format upon request by calling Santa Monica Travel & Tourism.

Next Board of Directors Meeting
Wednesday, January 8, 2020 at 5:00 p.m.
Santa Monica Travel & Tourism
2427 Main Street
Santa Monica, CA 90405

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