

SANTA MONICA TRAVEL & TOURISM (SMTT)
Special Meeting of the SMTT Board of Directors
JW Marriott Santa - Le Merigot, 1740 Ocean Ave., Santa Monica, CA 90405
Wednesday, September 18, 2019 from 5:43 p.m. – 7:32 p.m.

Date 11/13/19
Initials

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

MINUTES APPROVED

Board Members Absent: Matthew Lehman (Chair), Lauralee Asch

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

Call to Order: Vice Chair Hirsch called the meeting to order at 5:43 p.m.

Roll Call & Self Introductions: Vice Chair Hirsch called for self-introductions. Board Members gave brief self-introductions. Kerns thanked everyone for their attendance.

City Manager Update: Lichtig gave a brief update regarding the recent adoption of the Hotel Workers Safety Ordinance by City Council and recapped the specifics of the ordinance. She took the opportunity to commend City Staff for navigating a complicated issue, gathering all relevant information, and meeting their professional obligation to present an informed recommendation to City Council.

Lichtig updated the status of the formation of the Financial Government Task Force and the amount of applications received to fill the vacancies, comprised of thirteen members, seven from the community, and six members from City staff, anticipating the first meeting to take place in mid-October of 2019. She addressed the subject of the Home-Sharing ordinance and a recent decision by the 9th Circuit Court to uphold similar measures.

Lichtig concluded her update with an overview of the upcoming City-sponsored Wellbeing Summit on November 16th.

Approval of the September 18, 2019 Special SMTT Board of Directors Meeting Minutes: Secretary Carrey presented the minutes from the September 18, 2019 meeting. Evans moved to approve the minutes, Regalbuto seconded the motion. The motion passed unanimously with all Board Members present with the exception of Lehman and Asch who were absent.

Acceptance of Financials: Treasurer Gielicz presented the financials for May 2019 and June 2019. Carrey moved to accept with changes, Regalbuto seconded the motion. The motion passed unanimously with all Board Members present with the exception of Lehman and Asch who were absent.

SMTT Staff Updates: Sidoriak gave an overview of SMTT's upcoming Santa Monica at Pier One activation in Sydney. The 6 week long pop-up lounge will transform Pier One Sydney Harbor, an Autograph Collection Hotel's restaurant and lounge spaces into a Santa Monica-themed experience, featuring live music, free fitness classes, farmers markets and Santa Monica inspired cuisine. Three chefs will travel to Sydney for chefs table dinners, farmers market demonstrations and the chance to offer their hometown menu items at Pier One Sydney Harbor's two restaurants, The Gantry and The Kerrigan. Chefs include Raphael Lunetta, Josiah Citrin and Govind Armstrong. The activation also includes partnerships from United Airlines, Visit California, Lululemon and Seven Travel who will facilitate booking Santa Monica travel packages to increase room nights into Santa Monica from Australia. The Activation includes a Sales Mission, media opportunities, and agent trainings.

To Be Approved by the SMTT Board of Directors at the November 13, 2019 Meeting

Sidoriak also mentioned that our team has received some challenges from visiting journalists on hotel sustainability practices. SMTT will connect with Sustainable Works and Office of Sustainability and the Environment to ensure that we are providing the right tools and insights to motivate hotels to adopt more, and how to communicate sustainable business practices, as this is becoming more and more of a priority for travelers.

Edwards presented a detailed update on Operational Excellence that included new hires, open positions and directives for the 2nd quarter of the organization's fiscal year. She gave an update on the inaugural Santa MonicaCARES event, The Totally Awesome 80's Prom held on Saturday, July 27, 2019 which raised \$8,420 for Santa Monica charities. 8 Charities will receive a gift of \$1,000 each covering nonprofits that support the environment, arts, human services and youth activities. She then shared the multitude of citywide events and programs happening through the end of the year.

Sales/CEO Update: Kerns presented the Sales Update and gave an overview of her recent attendance at the LA Tourism Master Plan – Visioning Session in downtown Los Angeles. She gave details of the process session and how the city of Los Angeles' standard of measurement and priority issues vary from Santa Monica's.

Kerns described her experience attending the Threat Response "Train the Trainer" session, hosted by the Santa Monica Police Department and the role of SMTT in facilitating the training with the SMPD. She cited many examples of incidents she had not considered prior to her attendance and highly recommended Board members attend if they had not already. She thanked the Chief for the quick response.

For the Good of the Order Vice Chair called for the Good of the Order.

Regalbutto shared her recent hospitality experiences abroad, and how it differs from the style of the United States and brought sample brochures and flyers as possible inspiration of ideas here locally.

Carrey announced that he'll be meeting with the Gaelic Rugby Club upon their arrival in Santa Monica and that groundbreaking took place for the new multisport field at the Civic Center.

Adjournment: Being no further items for discussion, Vice Chair Hirsch adjourned the meeting at 7:32 p.m.