

**SANTA MONICA TRAVEL & TOURISM (SMTT)**

Special Meeting of the Tourism District Marketing Committee

Santa Monica Travel & Tourism, First Floor Conference Room, 2427 Main Street, Santa Monica, CA 90405  
Tuesday, September 17, 2019 from 3:17 p.m. – 4:13 p.m.

**TMD Committee Members Present:** Gerry Peck (Secretary/Treasurer, Shore Hotel), Daniel Ben-Efraim (Vice Chairman, ETC Hotels), Angela Rogers (Hotel Carmel), Juan Viramontes (Gateway Hotel Santa Monica), and Mark Averett (The Georgian Hotel).

**TMD Committee Members Absent:** Matthew Lehman (Chairman, Fairmont Miramar Hotel & Bungalows), Joyce Syme (Vice Chair, Seaview Hotel), and Deepak Mehra (Le Meridien Delfina Santa Monica).

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

**Call to Order:** Kerns called the meeting to order at 3:17 p.m.

**Roll Call & Self Introductions:** Kerns called for self-introductions. Committee Members gave brief introductions.

**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 outdoor 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.

Sidoriak noted that SMTT has hired a new advertising agency of Record after an extensive RFP process. SMTT hired MMGY, a travel and destination-focused agency with offices around the world, however, SMTT will mainly work with their Culver City-based team. Sidoriak explained that the agency's top 3 priorities will be to generate domestic hotel business and quickly adapt should there be an economic downturn, to develop an innovative brand campaign that addresses findings from the Brand Perception Study and to help SMTT solicit strategic brand partnerships.

Evan Edwards presented a detailed update on Operational Excellence that included new hires, open positions and directives for the 2<sup>nd</sup> quarter of the organization's fiscal year. She gave an update on the inaugural Santa Monica Cares 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.

**CEO Update:** Kerns distributed the revised SMTMD Committee Member Agreement to be reviewed and signed by all current sitting members. Each Committee Member in attendance reviewed the agreement and returned an executed original to SMTT for record-keeping.

**Receipt of the May 15, 2019 Joint BOD/TMD Committee Meeting Minutes:** Edwards presented the approved meeting minutes from the May 15, 2019 Joint BOD/TMD Committee Meeting. A motion to accept the minutes was offered by Peck and seconded by Ben-Efraim; the motion passed unanimously with all TMD Committee members present with the exception of Lehman, Syme and Mehra who were absent.

*To Be Approved at the Special TMD Committee Meeting on Tuesday, November 12, 2019*

**Acceptance of TMD Financials:** Peck presented the TMD Financial Memo. A motion to approve the minutes was offered Peck and seconded by Ben-Efraim; the motion passed unanimously with all TMD Committee members present with the exception of Lehman, Syme and Mehra who were absent.

**Public Comment:** Being no public comment, Kerns called for the Good of the Order.

**For the Good of the Order:** Being no items for the Good of the Order, Kerns moved to adjourn the meeting.

**Adjournment:** Kerns adjourned the meeting at 9:36 a.m.

MINUTES APPROVED  
Initials  
Date

*To Be Approved at the Special TMD Committee Meeting on Tuesday, November 12, 2019*