

Neil Carrey
1/8/20

MINUTES
SANTA MONICA TRAVEL & TOURISM (SMTT)
REGULAR MEETING OF THE SMTT BOARD OF DIRECTORS
WEDNESDAY, NOVEMBER 13, 2019
SMTT, 2427 MAIN STREET, SECOND FLOOR CONFERENCE ROOM,
SANTA MONICA, CA 90405
5:00PM

Call to Order: Chair Lehman called the meeting to order at 5:07 p.m.

Roll Call & Self Introductions: Chair Lehman called for self-introductions. Board Members gave brief self-introductions. The following persons were recorded in attendance:

Present: Chair Matthew Lehman, Vice Chair Damien Hirsch, Secretary Neil Carrey, Treasurer Albin Gielicz, Member RoseMary Regalbuto, Member Darlene Evans, Member Gerry Peck, Member Katie E. Lichtig, Member Lauralee Asch, Member Jeff Klocke, and Member Jan Williamson

Absent: None

Also Present: SMTT President/CEO Misti Kerns, SMTT Chief Marketing Officer Kim Sidoriak, SMTT Director of Operations Evan Edwards, SMTT Director of Marketing Omark Holmes, SMTT Executive Assistant Tammy Ryan, City Council Member Greg Morena, City of Santa Monica Sustainability Analysts Natalie Lessa and Daniel Pankau, and MMGY Global VP Danny Guerrero and Account Supervisor Andrea Bildman.

City Economic Update: Morena gave an overview of the recently adopted “five-point strategy” policy for the future of the City’s economic development program. He stated that the goal of the program is to be fully operational by the year 2050.

City Manager Update: Lichtig gave a detailed overview of the upcoming City-sponsored Wellbeing Summit on November 16th and direction on how to participate and what sessions would be available throughout the day. She also discussed the Economic Sustainability Department’s upcoming “deep-dive” session to explore what possible trends to anticipate in the next few years.

Zero Waste Plan Update: Lessa gave an update on the amount of waste the City is currently producing, plans for offsetting the waste in the future, and how the City’s plans to reach its goal of 95% compliance with the “Zero Waste Plan” by the year 2030.

Agency of Record Introduction: Guerrero gave a brief history of MMGY and how their particular area of expertise is especially beneficial to assist in Santa Monica Travel & Tourism reaching the repeat visitor through specific messaging and branding. Bildman gave a detailed overview on how traveler data is collected and then used to reach the ideal target audience in the digital age.

Approval of the September 18, 2019 Special SMTT Board of Directors Meeting Minutes: Hirsch moved to approve the minutes, Regalbuto seconded the motion. The motion carried unanimously.

Acceptance of Financials: Carrey moved to accept the financials, Regalbuto seconded the motion. The motion carried unanimously.

SMTT Staff Updates: Sidoriak shared that SMTT is reviewing the first draft of the Santa Monica Experience Management Plan final report. She gave an overview of the 8 strategies that are the foundation of the plan, which include: 1. Support and enhance Santa Monica’s most important facets, 2. Highlight and leverage cultural and historic experiences, 3. Foster memorable accommodations experiences that enhance the value

proposition, 4. Promote a diversity of retail, dining and entertainment experiences, 5. Support livability for Santa Monica residents, 6. Facilitate the viability of small and unique businesses, 7. Enhance mobility for visitors and residents, 8. Ensure Santa Monica continues to be a clean and safe place . Sidoriak shared that the SMTT team will be at the City of Santa Monica's Wellbeing Festival to engage residents on the plan, getting their feedback on the 8 strategies and highlighting the fact that many of the 8 strategies support resident and community wellbeing.

Holmes shared two upcoming SMTT projects: 1) Personalization Tool: a feature on the SMTT website that will generate recommendations of things to do in the destination based on the visitor's selected interests and preferences. 2) ADA Compliance: A project that will make SMTT's site ADA compliant which will ensure that the website is accessible to people with disabilities.

Edwards gave an update on the 2017-2018 onsite financial and operational audit happening November 19-20, 2019. She gave an overview of policies and procedures in place and anticipated receipt of the final audit results in February 2020.

Sales/CEO Update: Kerns summarized the recent American Film Market exhibition and its impact on the local economy and occupancy. She explained how SMTT is working with CBRE to re-forecast TOT and TMD for the coming year and will need to be nimble with market changes. Kerns gave a brief rundown of the numbers at LAX during renovation and the impact that's having at the Ontario airport.

Kerns pointed out the new collateral and programs that SMTT creates in-house for Restaurant Week, Visitors Guide photo contest and the Santa MoniCARES holiday clothing drive.

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

Lehman invited the attendees to the annual "Meet Me Under the Fig Tree" event at the Fairmont Miramar Hotel & Bungalows and reiterated the clothing drive being held in conjunction with Santa MoniCARES at the event.

Gielicz reminded everyone of the neighborhood holiday walks and Williamson reminded the group about the Wellbeing Summit that weekend.

Public Comment: Chair Lehman called for public comment. There was none.

Adjournment: Chair Lehman adjourned the meeting at 7:20 p.m.