

MINUTES
SANTA MONICA TRAVEL & TOURISM (SMTT)
SPECIAL MEETING OF THE SMTT TMD COMMITTEE
TUESDAY, NOVEMBER 12, 2019
SMTT, 2427 MAIN STREET, SECOND FLOOR CONFERENCE ROOM,
SANTA MONICA, CA 90405
3:00PM

Call to Order: Chair Lehman called the meeting to order at 3:08 p.m.

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

Present: Chair Matthew Lehman, Secretary/Treasurer Gerry Peck, Member Daniel Ben-Efraim, Member Juan Viramontes, Member Angela Rogers, and Member Mark Averett

Absent: Vice Chair Joyce Syme, Member Deepak Mehra

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 of Santa Monica Sustainability Analysts Natalie Lessa and Daniel Pankau.

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.

Approval of the September 17, 2019 Special SMTT TMD Committee Meeting Minutes: Peck moved to approve the minutes; Averett seconded the motion. The motion carried unanimously.

Acceptance of the TMD Financial Memo: Peck moved to accept the memo; Lehman 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 the release of the Santa Monica Overview Report which provides a high-level capture of the destination's performance and serves as a reference tool during the hotels' budget planning period. This document will be updated annually and sent out in August of each year, followed by hotel performance projections after they are released in October. Holmes also shared that SMTT conducted two presentations about the destination- one presentation was to a group of Australian students studying hospitality and sustainable tourism; the other was to the South Korea Tourism Bureau about Santa Monica as a pet-friendly destination.

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Edwards gave an update on the 2017-2018 onsite financial 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 led a brief discussion on working with Visit California on crisis management protocol in light of recent negative press coverage on the wildfires and power outages. She also reiterated the importance of sustainability and the perception of visitors on this subject and its importance to Santa Monica remaining a leader in this area. Kerns reminded the group of the upcoming Extra Bedroom and Restaurant Week programs.

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

Evans informed the group about Restaurant Week and the Santa MoniCARES holiday clothing drive. Kerns reminded them of the upcoming holiday party for SMTT's partners.

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

Adjournment: Chair Lehman adjourned the meeting at 4:25 p.m.

12/13/2019