

## **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, February 4, 2020 from 3:06 p.m. – 4:29 p.m.

**TMD Committee Members Present:** Joyce Syme (Vice Chair, Seaview Hotel), Gerry Peck (Secretary/Treasurer, Shore Hotel), Bruce Gorelick (Loews Santa Monica Beach Hotel), Laura McIver (Shutters on the Beach Hotel), Angela Rogers (Hotel Carmel), Juan Viramontes (Gateway Hotel Santa Monica), Mark Averett (The Georgian Hotel), Erik Kreft (The Ambrose Hotel), and Kevin Anawati (Le Meridien Delfina Santa Monica).

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

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

**Call to Order:** Syme called the meeting to order at 3:06 p.m.

**Roll Call & Self Introductions:** Ryan called roll of the Committee Members.

**TMD Committee Ballot Results:** Kerns announced the TMD Committee Election results for 2020. The following nominees were elected to the Committee: Laura McIver (Shutters on the Beach), Bruce Gorelick (Loews Santa Monica Beach Hotel), Matthew Lehman (Fairmont Miramar Hotel & Bungalows), Gerry Peck (Shore Hotel), Angela Rogers (Hotel Carmel), Juan Viramontes (Gateway Hotel Santa Monica), Mark Averett (The Georgian Hotel), Erik Kreft (The Ambrose Hotel), and Kevin Anawati (Le Meridien Delfina Santa Monica).

**TMD Committee EOC Election:** Upon confirmation of the new Committee members Kerns affirmed their eligibility to vote for the incoming Executive Officers, and then gave brief instruction on the “voice vote” process. After nominees gave a brief background on their respective experience, a voice vote was called. Peck received the nomination for Chair, Kreft was nominated for Vice Chair and Averett was nominated for the office of Secretary/Treasurer. A motion to approve the offices as nominated was offered by Peck and seconded by Gorelick. The motion was accepted by the majority of the Committee with the exception of Lehman, who was absent.

**Vote to Approve the SMTMD Assessment Increase & Move Collections to Calendar Year:** Kerns presented the SMTMD Assessment Increase per the SMTMD plan and vote to move the increase to January 1, 2021 keeping with previous year’s decision to transfer from fiscal year to calendar year. Kerns explained that the hotels prefer the increase to take effect on the calendar year cycle. A motion to approve the SMTMD Assessment Increase was approved along with the new increase going into effect January 1, 2021 was offered by McIver and seconded by Gorelick; the motion passed unanimously with all TMD Committee members present with the exception of Lehman who was absent.

**Approval of the November 12, 2019 Meeting Minutes:** Peck moved to approve the minutes from the November 12, 2019 meeting. Averett seconded the motion; the motion passed unanimously with all TMD Committee members present with the exception of Lehman who was absent.

**Acceptance of TMD Financials:** Peck presented the TMD Financial Memo. A motion to accept the Memo was offered Peck and Anawati; the motion passed unanimously with all TMD Committee members present with the exception of Lehman who was absent.

*To Be Approved at the Special Annual Joint BOD/TMD Committee Meeting on Wednesday, May 13, 2020*

**SMTT Staff Updates:** Sidoriak gave a presentation on how SMTT creates a hotel visitor profile by check-out surveys to collect the most current and accurate data. She explained how some of the critical data collected includes how a guest books, business versus leisure travel, length of stay, and why Santa Monica is the preferred location. Sidoriak gave an overview of the upcoming Spring branding campaign. The campaign uses mixed media to reach a diversified target market from “refined romantics” to “sun soakers”. The concept of the campaign is “Make an Expression”, expanding the allure of Santa Monica beyond the Pier and the beach.

Edwards gave an update on Santa MoniCARES forthcoming “good newsletter”, as well as examples of Tourism supporting the community with upcoming neighborhood cleanups and tree planting events.

**CEO Update:** Kerns gave an update on SMTT’s partnership with the Pier in assisting their goal of creating their own Business Improvement District and with Downtown Santa Monica’s five-year Promenade improvement plan. She also informed the Committee and requested their support with SMTT’s hotel visitor profile surveys and the plans for a Sustainability Roundtable in the coming weeks, emphasizing the importance of Sustainability for international visitors, and its importance in the branding of Santa Monica.

Although the market has recently softened slightly due to global socio-economic and political issues, SMTT continues to partner with organizations like Visit California to reach consistent travelers in India and the United Kingdom and is actively engaging with emerging markets, including domestic travelers.

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

**For the Good of the Order:** Peck notified the room that Shore Hotel is offering reduced room rates for local residents, with expiration date to be determined.

**Adjournment:** Peck adjourned the meeting at 4:29 p.m.