

MINUTES
SANTA MONICA TRAVEL & TOURISM (SMTT)
SPECIAL MEETING OF THE JOINT SMTT BOARD OF DIRECTORS & TMD COMMITTEE MEETING
WEDNESDAY, SEPTEMBER 9, 2020
DIGITAL ZOOM MEETING VIA SECURE LINK - 5:00PM

Call to Order: Secretary Carrey called the meeting to order at 5:01 p.m.

Roll Call & Self Introductions: Secretary Carrey called for self-introductions. Board Members and those present provided brief self-introductions. The following persons were recorded in attendance:

Present: Secretary Neil Carrey, Treasurer Albin Gielicz, Member Darlene Evans, Member Gerry Peck, Member Anuj Gupta, Member Lauralee Asch, Member Jeff Klocke, Member Rosemary Regalbutto, Member Jan Williamson and Lauren Rosen, President Santa Monica Chamber.

Also, Present: SMTT President/CEO Misti Kerns, SMTT Director of Operations Evan Edwards, SMTT CMO Kim Sidoriak, Todd Mitsuata, SMTT Senior Sales Manager, Suzi Lockwood of SMPD, Chief Renaud of SMPD, Deputy Sgt. Darrick Jacob of SMPD and Kathleen Rawson of Downtown Santa Monica.

Absent: Vice-Chairman Damien Hirsch

SMPD Update: Chief Renaud provided an update on police reforms, Covid-19 compliance, crime statistics, homelessness and the concerns around the upcoming election. She answered questions from the board and provided insight to the successes and challenges facing SMPD. She also introduced and celebrated the promotion of now Deputy Chief Darrick Jacob. He then introduced himself, sharing that he has been with SMPD for 17 years after serving for years at the LA County Sheriff's office. Chief Renaud, Deputy Chief Jacob and Suzi Lockwood then exited the meeting.

City Manager Update: Member Gupta then gave the update for the office of the City Manager. He shared an update on the city's racial diversity programs and that City Council recently approved a seed fund for 2 nonprofits aimed at education on racial diversity both in the city departments and community. He recognized the board's concern over homelessness and talked about the staff members who are focused on addressing those issues along with obtaining funding to support outreach team expansion.

Approval of the July 8, 2020 SMTT Board of Directors Meeting Minutes: Secretary Carrey presented the minutes. Member Regalbutto moved to approve the minutes; Member Peck seconded the motion. The motion carried unanimously with Vice-Chair Hirsch absent.

Approval of June 2020 Financials: Treasurer Gielicz presented June 2020 financials. Member Regalbutto moved to approve the financials; Member Carrey called for a unanimous consent; the motion carried unanimously with Vice-Chair Hirsch absent. ***Motion, first and second needed to carry, to be approved at the November 11, 2020 meeting.*

SMTT Staff Updates: Sidoriak provided an update on the Santa Monica Shines - the paid media portion of the campaign to drive economic recovery. The campaign targets Southern California and nearby states drive markets to enjoy an overnight stay in Santa Monica and content focuses on traveling responsibly, booking a hotel and local business special offers. Sidoriak also shared that the Official Visitors Guide and Map have been published and distribution plans have been refocused on Southern California drive markets. Sidoriak also shared that 76 businesses have signed up for the Santa Monica Shines Assurance program, 40 have completed the first course, and 3 have achieved Assurance.

Mitsuata gave an update on the Travel Industry Sales Department. He shared that the team has continued its engagement and outreach efforts with key clients and partners. He said that over the last two months, the team has participated in five virtual events and trade shows connecting with over 100 meeting planners and tour operators across the U.S. and overseas. He then shared that Hotelbeds & Visit California are targeting the U.S. domestic drive market to spur bookings from October 2020 to February 2021. Mitsuata stated that ATI,

American Tours International planned on utilizing a partnership with AAA to promote Santa Monica as part of a road trip itinerary.

CEO Update: Kerns provided an overview of work being done on a state level regarding reopening guidelines for our industry and on a national level to have the Care package extended to include DMO's destination marketing organizations such as SMTT. With Congress expected to return after Labor Day, we are prepared to activate with U.S. Travel as the administration, U.S. House and U.S. Senate resume negotiations on the next coronavirus recovery package. Important to make our voice heard through action alerts and social media as we continue to aggressively fight for relief, protection and stimulus for our industry. Staff continues to be highly engaged in city wide economic recovery efforts.

For the Good of the Order Secretary Carrey called for the Good of the Order. Secretary Carrey shared that the Santa Monica Kiwanis, which he is President, gave out over \$52,000 of Covid-19 relief funds to local nonprofits. Member Regalbuto shared Santa Monica Rotary will be giving microgrants to 5 people to start their businesses in Santa Monica. Secretary Carrey introduced Chamber appointed board member Mark Averett, GM of The Georgian Hotel. Mark shared a brief history of his hospitality experience and his excitement over joining the SMTT Board of Directors.

Public Comment: Secretary Carrey called for public comment. There was none.

Adjournment: Secretary Carrey adjourned the meeting at 6:51 p.m.