

**MINUTES**  
**SANTA MONICA TRAVEL & TOURISM (SMTT)**  
**SPECIAL MEETING OF THE SMTT TMD COMMITTEE**  
**TUESDAY, FEBRUARY 23, 2021**  
**VIA SECURE ZOOM LINK**

**Call to Order:** Chair Peck called the meeting to order at 5:02 p.m.

**Roll Call & Self Introductions:** Chair Peck reminded everyone of the importance of washing hands wearing a mask and called for self-introductions. Committee Members gave brief self-introductions. The following persons were recorded in attendance:

**Committee Present:** Chair Gerry Peck, Member Juan Viramontes, Member Charlie Lopez-Quintana, Member Kevin Anawati, Member Sam Jagger and Member Younes Attalah.

**Absent:** Secretary Treasurer Mark Averett and Member Erik Kreft.

**Also Present:** Abraham Juarez, Wyndham; Damien Hirsch, JW Marriott Le Merigot; Shahid Kayani, Hilton; Victor Randall Hampton Inn by Hilton; Aileen Carreon, Hotel Casa del Mar; SMTT President/CEO Misti Kerns, SMTT Chief Marketing Officer Kim Sidoriak, SMTT Director of Operations Evan Edwards, SMTT Director of Visitor Experience Rachel Lozano and SMTT Director of Business Development Brian Wright.

**Results of the 2021 TMD Committee Elections:** Edwards provided the results of the 2021 TMD Committee Elections and the new committee held subsequent executive committee elections. The 2021 Committee consists of Gerry Peck, Shore Hotel; Abraham Juarez, Wyndham; Aileen Carreon, Hotel Casa del Mar; Kevin Anawati, Le Meridien Delfina; Younes Attalah, Loews Santa Monica Beach Hotel; Damien Hirsch, JW Marriott Le Merigot; Sam Jagger, Fairmont Miramar Hotel & Bungalow; Victor Randall Hampton Inn by Hilton; and Juan Viramontes, Gateway Hotel Santa Monica.

**Voting 2021 TMD Executive Committee Members:** The committee discussed the positions to be voice voted onto the committee of Chairman, Vice Chairman and Secretary/Treasurer. Kerns gave an overview of each position's expectations in the role. Peck self-nominated for Chairman, Carreon self-nominated for Secretary Treasurer and Juarez self-nominated for Vice Chair. Attalah made the motion to accept the slate as presented, Peck seconded, and the motion passed unanimously.

**Approval of the November 10, 2020 Regular SMTT TMD Committee Meeting Minutes:** Kerns presented the minutes Peck moved to approve the minutes; Anawati seconded the motion. The motion carried unanimously.

**Acceptance of the TMD Collections Memo:** Kerns presented the current TMD Collections Memo Peck moved to accept the memo; Attalah seconded the motion. The motion carried unanimously.

**SMTT Staff Updates:** Sidoriak shared that the Extra Bedroom program and corresponding advertising campaign has been extended to March 31st due to recent stay-at-home orders in place throughout the holiday season and advertising that was paused. She shared that SMTT marketing team and ad agency, MMGY were strategizing for Spring 2021 campaign and shared how messaging would be adapted based on local, regional and eventually to national audiences. An overview of the paid media and channel mix plan was offered. She gave an update on the Santa Monica Shines Assurance Program which has assured 81 businesses and thanked the hotels and restaurants for making up the majority of businesses who have earned their seal. Sidoriak shared that the Santa Monica Shines campaign received an award for big idea from the North American Travel Journalists Association.

Wright provided an update on the domestic program of work, highlighting our new Virtuoso sponsorship and relationship, a new United Airlines partnership with AFAR magazine, a training program with TravPro for domestic travel advisors, and a partnership with Travelzoo that will get Santa Monica offers out to over 1.5 million

U.S. residents. Updates from overseas included a recap of virtual events SMTT staff attended reaching over 100 clients with Brand USA in Mexico, Germany and Canada, and the re-opening of our offices and reengaging in relationships in Germany, France, India and the United Kingdom. Clients very receptive to the SHINES microsite and using the personal tool for follow up individually.

**CEO Update:** Kerns advised on recent staff changes and further highlights of work with U.S. and California Travel Associations.

**For the Good of the Order** Chair Peck called for the Good of the Order. There was none.

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

**Adjournment:** Chair Peck adjourned the meeting at 5:56 p.m.