

**MINUTES**  
**SANTA MONICA TRAVEL & TOURISM (SMTT)**  
**SPECIAL MEETING OF THE SMTT TMD COMMITTEE**  
**TUESDAY, NOVEMBER 10, 2020**  
**VIA SECURE ZOOM LINK**

**Call to Order:** Chair Peck called the meeting to order at 5:01 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:

**Present:** Chair Gerry Peck, Secretary/Treasurer Mark Averett, Member Juan Viramontes, Member Charlie Lopez-Quintana, Member Kevin Anawati, Member Erik Kreft and Member Younes Atallah.

**Absent:** Angela Rogers, Charlie Lopez-Quintana and Sam Jagger.

**Also, Present:** SMTT President/CEO Misti Kerns, SMTT Chief Marketing Officer Kim Sidoriak, SMTT Director of Operations Evan Edwards and SMTT Director of Business Development Brian Wright.

**Approval of the September 8, 2020 Regular SMTT TMD Committee Meeting Minutes:** Averett presented the minutes Attalah moved to approve the minutes; Anawati seconded the motion. The motion carried unanimously with Rogers, Charlie Lopez-Quintana, Kreft and Jagger absent.

Note member Kreft joined the meeting after vote of minutes.

**Acceptance of the TMD Collections Memo:** Averett presented the current TMD Collections Memo Kreft moved to accept the memo; Peck seconded the motion. The motion carried unanimously with Rogers, Charlie Lopez-Quintana and Jagger absent. Committee members requested staff to look into options that may allow collections and tiers to remain as is for the next year so that TMD funding would not be reduced further with any hotel tier changes in 2021.

**SMTT Staff Updates:**

Sidoriak gave an update on the Santa Monica Shines paid media campaign performance, which was launched on August 3rd and will run through the end of 2020. To date, the campaign has garnered over 38,000 website engagements on SantaMonicaShines.com 5,600 room nights booked on Expedia channels, representing a 59:1 return on investment and 24 million paid social impressions. Creative was refreshed and re-deployed last week with new photos representing safety practices by hotels and restaurants and socially distanced activities. Sidoriak also congratulated the 6 hotels who have earned the Santa Monica Shines COVID-19 Assurance seal and shared how SMTT is promoting the annual Extra Bedroom Program, which runs now through February 15, 2021. Kerns added how the holiday campaign continues to be a city-wide partnership in outreach and communications.

Wright updated the board on trade and sales efforts over the past months. The team attended six trade shows, three virtual (Go West, Brand USA Travel Week, Visit California Luxury Forum) and three of the first in-person trade shows since the start of the pandemic (Connect Meetings Luxury, Connect Travel RTO South, Connect Tour) with great success and shared how attendees were kept safe. Wright also updated the board on the launch of a combined Trade/MICE newsletter, creation a new COVID compliant CVENT promotions page, development of a new outdoor event and meetings space one-sheet, and gave an update on the HotelBeds/Visit California 5-month domestic program and the progress of a co-op with ATI, Greater Palm Springs and West Hollywood in partnership with AAA, CAA, TravelMole.

Edwards gave an update on internal SMTT Operations and Lane 5. She shared that all SMTT employees restarted weekly electronic updates to the CEO. Edwards then gave details on SMTT's recent team virtual team

building lunches to ensure we're staying connected and keeping our culture intact. SMTT is preparing for mid-year respreads, budgets and forecasts to be reviewed in December and approved at the January 2021 Board of Directors Meeting. She gave an update on office and location Covid compliance efforts which now include a temperature check station and daily acknowledgement letters that are signed. She then gave an update on all of the Santa MoniCARES programs in place this winter which include food, blanket, clothing and sock drives.

**CEO Update:** Kerns advised the board on the recent posting of a marketing coordinator position who will provide marketing and administrative support and reminded that we have recently lost a director of marketing and a public relations manager. SMTT leadership is cautiously bringing staff in to help fill voids. She offered an introduction of the new city council members and encouraged all to help to build relationships. Hirsch suggested a congratulatory letter from SMTT be sent. Staff agreed and will include information from the 2019 economic impact study. A plea was sent to all hotels to support the economic impact survey via QR code for guests. SMTT will provide printed cards and visuals to help encourage hotels guests to participate. Kerns provided more information on the upcoming What's the Forecast 2021? on Thursday November 19, 9:30-11:00 am and an update on the destination experience plan and how the priorities are aligned with the city's economic recovery goals and next steps.

**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 5:47 pm