

MINUTES
SANTA MONICA TRAVEL & TOURISM (SMTT)
MEETING OF THE TMD COMMITTEE - TUESDAY, FEBRUARY 8, 2022
Virtually on Zoom

Call to Order: SMTT CEO Misti Kerns called the meeting to order at 5:02pm.

Roll Call & Self Introductions: SMTT CEO Kerns called for self-introductions. TMD Members and those present provided brief self-introductions. The following persons were recorded in attendance:

TMD Present: Member Melissa Alvarez, Member Kevin Anawati, Member Younes Atallah, Member Aileen Carreon, Member James Graham, Member Sam Jagger, Member Jessica Rincon, and Member Juan Viramontes.

Also Present: SMTT CEO Misti Kerns, SMTT COO Evan Edwards, SMTT CPO Rachel Lozano, SMTT CMO Michael Gurrieri, SMTT Director of Global Business Development Todd Mitsuata, SMTT Director of Communications Cara Rene, SMTT Global Sales & Services Manager Stephanie Nakasone, SMTT Assistant Alyssa Dorn, General Manager at Shutters on the Beach Christophe Baraton, Director of Sales & Marketing at the Wyndham Santa Monica at the Pier Johnathon Elko, General Manager at The Ambrose Hotel Danielle Goller, General Manager at the Hilton Santa Monica Hotel & Suites Shahid Kayani, and the Managing Director of ETC Hotels Charlie Lopez-Quintana.

Absent: Member Julien Laracine.

Vote to Enact AB 361: SMTT Assistant Dorn briefly explained the AB 361 modification to the Brown Act and called to enact the law by finding that meeting in person would present imminent risks to the health and safety of attendees. Member Atallah moved to hold a vote and Member Viramontes seconded the motion. The motion carried unanimously through a roll call vote with Member Laracine absent.

Public Comment: SMTT CEO Kerns called for public comment; there was none.

TMD Committee Ballot Results: SMTT CEO Kerns shared the Committee ballot results.

TMD Committee Process and EOC Roles Overview: SMTT CEO Kerns shared an overview of the Committee processes and rules, including that only members can vote, a basic overview of the Brown Act, and a description of the Executive Officer Committee roles.

Open Nominations & Vote of Executive Committee Slate of Officers: Member Atallah nominated himself for the role of Chairman. Member Graham nominated himself for the role of Vice Chairman. Member Jagger also nominated himself for the role of Vice Chairman. Member Atallah nominated Member Carreon for the role of Secretary/Treasurer and Member Carreon accepted the nomination. Member Alvarez moved to accept Member Atallah as Chairman. Member Anawati seconded the motion and with all in favor, the motion passed. Members chose Member Jagger as the Vice Chairman nominee through an informal vote using the private chat function of Zoom. Member Graham moved to accept Member Jagger as Vice Chairman. Member Viramontes seconded the motion and with all in favor, the motion passed. Chairman Atallah moved to accept Member Carreon as Secretary/Treasurer. Member Viramontes seconded the motion and with all in favor, the motion passed. The 2022-2023 Executive Officer Committee was so established with Younes Atallah as Chairman, Sam Jagger as Vice Chairman, and Aileen Carreon as Secretary/Treasurer.

Orientation Binder Review: SMTT COO Edwards led an overview of the documents within the TMD orientation binder. She stressed the important of the committee reading all the materials enclosed then presented a detailed overview of the TMD Committee Member Agreement, which she noted needed to be read, signed by each TMD member, and returned to SMTT. She discussed the purpose of the TMD Committee and the need for involvement from the committee members when it comes to having a say in how the TMD collected funds are utilized on sales and marketing programs that benefit the destination. She then discussed the SMTMD Committee Policy and each executive role on the TMD. She pointed out the other items for TMD committee members to review that include the

Brown Act, the SMTMD Plan, SMTT Board of Directors listing, meeting schedules for the year and SMTT's Lanes of Work. She shared a detailed look at SMTT organizational chart that highlighted current employees along with a recruiting schedule of positions SMTT is filling before the end of FYE 2022.

Acceptance of the TMD Collections Memo: SMTT COO Edwards presented the TMD Collections Memo. Chairman Atallah moved to accept the Financial Memo; Member Alvarez seconded the motion. The motion carried unanimously with Member Julien Laracine absent.

SMTT Staff Updates: Director of Global Business Development Mitsuata informed the Board of upcoming trade shows and events in North America, the United Kingdom, and France. SMTT's Sales department is also working on collaborations with SF Travel for a Signature Travel e-blast, launching digital promos with the Travel Leaders Network, and finalizing a contract with Pulse Travel Marketing in Canada. They are also planning a familiarization tour for the luxury DMC American Excursionist. Sales & Services Manager Otero discussed group sales, including MICE (Meetings, Incentives, Conferences, & Events) outreach and meetings, including a recent destination FAM that included attending a SoFi game. Otero also went to the SITE SoCal Holiday Palm Springs where SMTT sponsored "Fun in the Sun" event programming, as well as the SITE SoCal Board Installation in Santa Barbara.

SMTT's CMO Michael Gurrieri introduced himself to the attendees before going through paid advertising that is planned for the Superbowl focusing on California, Cincinnati, and top feeder markets. He also announced that the Friday before the game is the Off the Field NFL Wives' Charity Fashion Show that SMTT is sponsoring. Gurrieri further updated attendees that SMTT's website refresh is in progress with a goal to drive hotel bookings and longer lengths of stay, as well as to differentiate Santa Monica from other SoCal destinations. The refresh, focusing on classic California vibes (some key words are cool, vibrant, & bold) with eye-catching graphics, is set to launch June 2022 for both tourists and meeting professionals. January 25th was National Plan for Vacation Day and SMTT put out social media marketing promoting the day with 3-day Santa Monica itineraries. SMTT Director of Communications Cara Rene reminded attendees to share any Valentine's Day specials they might be offering at this link: <https://www.santamonica.com/business-specials-submission-form/>.

SMTT CPO Lozano announced the installation of additional security cameras at the visitor centers, a new audio-visual processor to allow for visitor content, and dedicated internet service at the kiosk location. SMTT has also launched a new 9am-5pm daily text service for any questions visitors or residents might have at 424-443-7444. The virtual I Am Santa Monica program is set to launch soon as well. Additionally, the online store has expanded to feature bulk ordering and more merchandise. Lozano also told attendees that SMTT's Main Street location is a distribution point for free masks and PPE for local businesses. SMTT is also continuing its recruiting efforts for part-time and full-time travel specialist positions.

SMTT COO Edwards shared that SMTT had completed the 2020-2021 financial audit and that the accounting department is now 100% paperless in their operations, not only an environmental positive but has streamlined internal procedures that are more efficient than ever. She then gave an update on recruiting efforts. SMTT is recruiting an accounting manager as well as a Public Relations manager. She shared the organization's organizational chart during the orientation binder review that included an overview of current staff as well as the positions SMTT is looking to fill before the end of FYE 2022. She then gave an update on the Client Services department and informed the group that SMTT's first in-person quarterly mixer in two years is scheduled for March 30, 2022, at the JW Marriott Le Merigot and our Annual Tourism Summit will be held on Wednesday, May 4, 2022, at the Jonathan Beach Club.

CEO Update: SMTT CEO Misti Kerns informed attendees that the city has worked with many local businesses and residents on a collaborative document of ideas to improve Santa Monica, such as making outdoor dining permanent, and this endeavor will be continuing soon with breakout sessions to brainstorm ideas and work toward a priority list with the city to define what should be done and when. SMTT is working toward a two-year plan with next steps planned after the fiscal year ends on July 1st. The plan will include where to focus marketing efforts, and SMTT will be sending surveys to the TMD Committee to receive their feedback on what we should prioritize. Kerns also updated the Committee on the facts surrounding unpermitted vending. There have been zero arrests made for vending on the Pier. The Pier Task Force is focused on public health & safety. The Task Force is on the Pier due to health risks, fire risk, and violence that has been caused by unpermitted vendors. There is a limit of vendors on

the Pier due to fire marshal rules and ordinances restricting where vending to occur, but Santa Monica has still issued more vending permits than the city of Los Angeles. Kerns encouraged attendees to reach out to officers and the Pier Task Force to let them know we appreciate all they do for this community; she stressed the need for the funding for this task force to continue. SMTT Director of Communications Rene added that we are working on a video to express our gratitude to the inter-departmental Pier Task Force to help with morale. Rene also informed the Committee that Visit California filmed parts of a new commercial here that is set to air just before the Super Bowl, and there has been a lot of filming in Santa Monica by the NFL and NBC as well. Chairman Atallah added that pre-Super Bowl palm tree trimming has begun.

For the Good of the Order: There were no comments for the good of the order.

Adjournment: Member Kevin Anawati moved to adjourn the meeting. Seconded by Participant Shahid Kayani and with all in favor, the meeting was adjourned.