

**AGENDA REGULAR BOARD OF DIRECTORS**

**Date:** Wednesday, January 13, 2021  
**Time:** 5:00 p.m. – 6:30 p.m.  
**Location:** Secure Virtual Link

**JANUARY 13, 2021 AGENDA ITEMS**

- I. Call to Order & Welcome ..... Chairman Hirsch
- II. Roll Call & Self Introductions ..... Chairman Hirsch
- III. Approval of the November 11, 2020 Board Meeting Minutes ..... Chairman Hirsch
- IV. Acceptance of the Oct and Nov Financials ..... Treasurer Carrey
- V. Acceptance of the 2020-2021 Respread ..... Treasurer Carrey
- VI. Forecasted PPP Loan Programs & Services ..... Treasurer Carrey
- VII. City Manager Office Update ..... Gupta
- VIII. Staff Updates .....
  - a. Marketing ..... Sidoriak
  - b. Sales ..... Wright
  - c. Visitor Services ..... Lozano
  - d. Operations ..... Edwards
- IX. CEO Update ..... Kerns
- X. For the Good of the Order ..... Chairman Hirsch
- XI. Public Comment ..... Chairman Hirsch
- XII. Adjournment in Honor of Jean McNeil-Wyner ..... Chairman Hirsch

*In memory of beloved former board member Jean McNeil Wyner  
 Jean was a local resident and former Chair of Santa Monica  
 Convention & Visitor's Bureau now Santa Monica Travel & Tourism  
 Chair from 1993/1994 to 1994/1995 and a Board Member 1989-1995*

**MISSION STATEMENT**

Santa Monica Travel and Tourism (SMTT) works to strengthen our local economy by enhancing and promoting our community as a distinctive, compelling and welcoming travel destination.

**BRAND PROMISE**

Santa Monica...an unforgettable beach city experience filled with eye-catching people, cutting edge culture and bold innovations. It's the essence of the California lifestyle.

**VISION STATEMENT**

To ensure Santa Monica is recognized as the premier beach city destination in the world.

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## **NOTICE TO PUBLIC**

In response to the Governor's Executive Order N-29-20 authorizing public bodies to take necessary action to protect the public from the spread of Coronavirus (COVID-19), the Santa Monica Travel & Tourism Board of Directors will not have a physical presence to follow state guidelines on social distancing until further notice. The Committee Meeting will be live streamed and open to the public via a secure Zoom Meeting Link. You can obtain the link by emailing [eedwards@santamonica.com](mailto:eedwards@santamonica.com). Meeting minutes will be available for viewing at <https://www.santamonica.com/about-smtt/boards-and-committees/>.

Although there is no physical location for this meeting, any person who needs disability-related accommodations or modifications in order to participate in the meeting shall make a request no later than five (5) working days before the meeting by contacting Evan Edwards at (310-319-6263) or [eedwards@santamonica.com](mailto:eedwards@santamonica.com) or by sending a written request on behalf of that individual to Santa Monica Travel & Tourism, 2427 Main Street, Santa Monica, CA 90405. Requests for further information should be directed to Evan Edwards at the same address and telephone number.

The Agenda and Public Meeting Notice are available at <https://www.santamonica.com/about-smtt/boards-and-committees/>.

The agenda is attached for your reference. Subject to the discretion of the Chair, the order of business within the meeting may be heard out of sequence. If you haven't already, please RSVP to Evan Edwards at [eedwards@santamonica.com](mailto:eedwards@santamonica.com) if you are planning to participate so we can ensure the call-in information and pertinent meeting materials reach you.

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Committee. The Agenda provides a general description and staff recommendations; on rare occasion the Committee may take action on matters of urgency. No other business will be considered.

## **GOVERNMENT CODE 54956**

(a) A special meeting may be called at any time by the presiding officer of the legislative body of a local agency, or by a majority of the members of the legislative body, by delivering written notice to each member of the legislative body and to each local newspaper of general circulation and radio or television station requesting notice in writing and posting a notice on the local agency's Internet Web site, if the local agency has one. The notice shall be delivered personally or by any other means and shall be received at least 24 hours before the time of the meeting as specified in the notice. The call and notice shall specify the time

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and place of the special meeting and the business to be transacted or discussed. No other business shall be considered at these meetings by the legislative body. The written notice may be dispensed with as to any member who at or prior to the time the meeting convenes files with the clerk or secretary of the legislative body a written waiver of notice. The waiver may be given by telegram. The written notice may also be dispensed with as to any member who is actually present at the meeting at the time it convenes.

### **BROWN ACT NOTICE**

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting and 24 hours prior to a special meeting. Action may not be taken on items not posted on the agenda.

### **ADA NOTICE**

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Evan Edwards at (310) 319-6263 at least 48 hours prior to the meeting. This agenda is available in alternate format upon request by calling Santa Monica Travel & Tourism.

### **Next Board of Directors Meeting**

Wednesday, March 10, 2021  
Santa Monica, CA

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