

MINUTES
SANTA MONICA TRAVEL & TOURISM (SMTT)
SPECIAL MEETING OF THE SMTT TMD COMMITTEE
TUESDAY, JUNE 9, 2020
VIA SECURE ZOOM LINK

Call to Order: Chair Peck called the meeting to order at 5:06 p.m.

Roll Call & Self Introductions: Chair Peck 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 Erik Kreft and Member Kevin Anawati.

Absent: Member Angela Rogers and Member 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 February 4, 2020 Special SMTT TMD Committee Meeting Minutes: Averett presented the minutes Kreft moved to approve the minutes; Anawati seconded the motion. The motion carried unanimously with Rogers and Jagger absent.

Approval of the 2020-2021 TMD Forecast and Budget: Averett presented the 20/21 forecast and budget Kreft moved to accept the memo; Peck seconded the motion. The motion carried unanimously with Rogers and Jagger absent.

CEO Update:

Kerns provided an update on the overall health of the organization and current staffing levels. After reviewing forecasted income, operational essentials and how SMTT will move ahead we made the very difficult decision to move a majority of our team members from temporary laid off to permanent. Remaining members will be at a reduced income on a temporary basis. Covid 19 impacts and guidelines changing acknowledged the confusion for all. SMTT is sending updates on an almost daily basis working with a group of community organizations to help ensure all information is being circulated. Provided an update on most recent LA County hotel call including discussion of opening to leisure travel, encourage all to call in as format allows callers to ask questions. Requested hotels let staff know how bookings are coming in i.e. mid-week vs weekend. She provided an update from economic task force meetings on business activity, Pier opening and beach access moving ahead. Kerns thanked her team for the hard work and care they have provided. Chair Peck thanked Kerns and team for the work and the support.

Programs funded by TMD: Kerns provided an overview for new members of the types of programs and the requirements of expenses that are supported by TMD funds. Wright provided the international cooperative programs we have been conducting that include a guarantee of revenues.

TMD Increase, January 1, 2021: Kerns brought forward a discussion on the approved increase of TMD assessments set to take effect on January 1, 2021. After review of planned increases and value the committee agreed that we should stay the course and that marketing dollars moving ahead need to be protected in order for us to remain competitive.

SMTT Staff Updates:

Sidoriak updated the board on the 2 campaigns that SMTT has been leading for the destination. Santa Monica CARES (community facing) economic recovery and Santa Monica SHINES (we are open and safe) a multi layered paid campaign intertwined with local messages including responsible travel etc. Her review included audiences for each and the various layered channels that will be used to communicate to local, regional and

finally national consumers. An update was provided on cooperative Expedia campaigns with regional DMO's Los Angeles, Marina del Rey, West Hollywood and Beverly Hills. A separate cooperative is scheduled with Visit California date TBD. Staff is monitoring consumer sentiment to launch "at the right time".

Wright updated the board that staff is staying on top of hotel openings and closures thanks to all for replying. Also keeping in touch with and monitoring the opportunities for virtual face to face sales i.e. trade shows etc. to allow for sales to progress as all in person shows have been cancelled IPW, WTM etc. Talking one on one with trade operators and learned that Lufthansa and Der Touristik largest operators in Germany are now guaranteeing that your flight will be refunded if you are turned around or denied entry to your travel destination due to Covid 19. He provided an update on sales programs and agent training that are taking place. Preparing an on-line virtual FAM tour for potential clients. The Southern California Triangle a partnership with San Diego, Greater Palm Spring and Santa Monica that was launched for international audiences is pivoting to a domestic focus.

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 called for a motion to adjourn the meeting at 6:01 p.m. Kreft moved to accept the motion; Viramontes seconded the motion. The motion carried unanimously with Rogers and Jagger absent.