

MINUTES
SANTA MONICA TRAVEL & TOURISM (SMTT)
MEETING OF THE SMTT BOARD OF DIRECTORS WEDNESDAY, March 10, 2021
DIGITAL ZOOM MEETING VIA SECURE LINK - 5:00PM

Call to Order: Chairman Hirsch called the meeting to order at 5:04 p.m.

Roll Call & Self Introductions: Chairman Hirsch called for self-introductions. Board Members and those present provided brief self-introductions. The following persons were recorded in attendance:

Present: Chairman Damien Hirsch, Vice Chair Albin Gielicz, Treasurer Neil Carrey, Member Darlene Evans, Member Lauralee Asch, Member Gerry Peck, Member Anuj Gupta, Member Jeff Klocke and Member Rosemary Regalbuto.

Also, Present: Interim SMPD Chief of Police Jackie Seabrook's, SMPD Deputy Chief Darrick Jacob, DTSM CEO Kathleen Rawson, SMTT President/CEO Misti Kerns, SMTT Director of Operations Evan Edwards, SMTT CMO Kim Sidorik, SMTT Director of Business Development Brian Wright and SMTT Director of Visitor Experience Rachel Lozano.

Absent: Member Lauralee Asch.

SMPD Update: Interim Chief Seabrook's shared that SMPD would be giving an update on any concerns about the upcoming verdict in the George Floyd trial in Minnesota and how that would affect Santa Monica safety protocols after 2020's looting. She confirmed that a new city manager would be hired first and then a new chief of police approximately 30 days after city manager hire. It is anticipated that a new Chief will be announced in July/August. She turned the floor over to Deputy Chief Darrick Jacob who shared the types of crimes PD is seeing an increase of. A majority are property crimes, larceny, theft and stolen vehicles. Challenges with state law continue as part of the state emergency order i.e., no bail, (even for catalytic convertor theft) PD can write a citation but have to release the individual(s). Courts are expected to open in 120 days, but a back log of cases is expected as justice realigns. Chief Seabrook's shared that PD is looking at existing ordinances re gatherings and protest to limit the types of items that someone can bring i.e., baseball bats bear repellent etc. this will go to council soon.

DTSM Update: DTSM CEO Kathleen Rawson provided the group an update on the current vacancies on the Promenade, new businesses opening up and the many challenges ahead. She also talked about the Promenade 3.0 project insights that will be incorporated into The Third Street Promenade Stabilization and Economic Vitality Plan (The Promenade Vitality Plan) to build upon Third Street Promenade's legacy as a strong city center with a diverse mix of uses and experiences that meet the needs and desires of residents, employees and visitors. She reminded the group that the project is not a remodel of our beloved public gathering space, but rather a rewrite of the rules for what can and can't be done with the private properties beyond the sidewalk. More info can be found here <https://www.downtownsm.com/promenade>

Approval of the January 13, 2021 Board Meeting Minutes: Secretary Williamson presented the minutes. Vice Chair Gielicz moved to approve the minutes; Member Peck seconded the motion. The motion carried unanimously with member Asch absent.

Acceptance of the December 2020 Financials: Treasurer Carrey presented December 2020 financials. Member Peck moved to accept the financials; Chairman Hirsch seconded the motion; the motion carried unanimously with member Asch absent.

Acceptance of the re-allocation of 2021 PPP Funds: Treasurer Carrey presented a respread of the PPP funds received in January 2021 that were approved for use by City Council at the March 7, 2021 City Council Meeting. Member Peck moved to accept reallocation; Member Regalbuto seconded the motion; the motion carried unanimously with member Asch absent.

Approval of the 2021/2022 & 2022/2023 Budget & Forecast: Edwards presented the final two-year budget proposal and forecast being submitted to the City of Santa Monica on April 1, 2021. Member Regalbuto moved to accept reallocation; Secretary Williamson seconded the motion; the motion carried unanimously with member Asch absent.

City Manager Update: Deputy City Manager Gupta stated it was great to hear the update from SMPD. He said that economic recovery and the experience of visitors are tied together and is a priority for the city. The Saturday following this board meeting, March 13, 2021 city council will hold a special retreat session to set community priorities for the next two years to guide the biennial (2021–2023) budget to be adopted this June. The priorities will be informed by perspectives from more than 3,000 community members. Council will select up to five priorities that will influence budget priorities and the 29.3-Million-dollar allocation that the city received from the recent bill passing. At the end of March, the city will launch a 311 line noting that the GoSamo program will become part of the 311-phone line. Santa Monica's 311 program will provide easy access to all non-emergency City services and information. Users can submit a request, ask a question, provide feedback, or report something via a mobile app, online, by phone and by email. Gupta shared that city staff is looking towards reopening and how in person community services will be reestablished.

SMTT Staff Updates: Sidoriak shared that the Extra Bedroom program and corresponding advertising campaign has been extended to March 31st to make up for stay-at-home orders in place throughout the holiday season and advertising that was paused. She shared that SMTT marketing team and ad agency were strategizing for Spring 2021 campaign and shared how messaging would be adapted based on local, regional and national audiences and motivators and gave an overview of the paid media and channel mix. 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 gave 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 US residents. Updates from overseas included a few virtual events with Brand USA in Mexico, Germany and Canada, and the re-opening of our offices in Germany, France, India and the UK.

Lozano gave an update on the PPP covid upgrades and repair projects at locations and over the next few months, we will focus on continuing to repair and refresh our Visitor Information Centers. Presently operating our Visitor Center locations five days a week and plan to return to seven days a week beginning late spring as we hire additional staff. Implementing a cloud-based point of sale system for retail and merchandise – this will improve our inventory system and streamline our

financial reporting. She then shared the creation stages of a virtual I Am Santa Monica program and look to launch the workshops in the latter half of Spring.

CEO Update: Kerns highlighted upcoming work with U.S. Travel Association and Capitol Hill that is held annually. Conducting several meetings with Congress and Senate leader to discuss the impact that Covid-19 has had on the travel industry. Specific topics included at our current pace the industry is not expected to fully recover before 2025. Prior to the pandemic travel supported jobs were 11% of the U.S. workforce, but in 2020 total travel-supported jobs accounted for a staggering 65% of unemployment. Continue the much-needed paycheck protection program (PPP) as Destination Marketing Organizations (DMO) like SMTT have been unable to receive these much-needed funds. To pass the hospitality and commerce jobs act-an advance stimulus measure to drive travel demand. To restore business travel, meetings and events with a separate definition of professional meetings and events from mass gatherings. And finally, to position the U.S. to welcome back international inbound travel by protecting Brand USA's funding model.

For the Good of the Order: Chairman Hirsch called for the good of the order.

Public Comment: Chairman Hirsch called for public comment. There was none.

Adjournment: Secretary Williamson moved to close seconded by Hirsch, the meeting was adjourned at 6:47 p.m.