

MINUTES
SANTA MONICA TRAVEL & TOURISM (SMTT)
SPECIAL MEETING OF THE SMTT TMD COMMITTEE
TUESDAY, SEPTEMBER 8, 2020
VIA SECURE ZOOM LINK

Call to Order: Chair Peck called the meeting to order at 5:02 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 Kevin Anawati and Member Younes Atallah.

Absent: Angela Rogers, Sam Jagger and Erik Kreft.

Also, Present: SMTT President/CEO Misti Kerns, SMTT Chief Marketing Officer Kim Sidoriak, SMTT Director of Operations Evan Edwards and SMTT Sales Manager Todd Mitsuhata.

Approval of the June 9, 2020 Special SMTT TMD Committee Meeting Minutes: Averett presented the minutes Peck moved to approve the minutes; Anawati seconded the motion. The motion carried unanimously with Kreft, Rogers and Jagger absent.

Acceptance of the TMD Collections Memo: Averett presented the current TMD Collections Memo Peck moved to accept the memo; Atallah seconded the motion. The motion carried unanimously with Kreft, Rogers and Jagger absent.

CEO Update: Kerns provided an update on occupancy and industry goals for the future. She talked about the Shines Campaign collaboration with city wide partners and the importance of regional DMO partnerships as LA County lags behind in reopening's. She provided an update on recent staff changes and how leadership is reexamining what SMTT needs are in the short- and long-term future.

SMTT Staff Updates:

Sidoriak have an update on the Santa Monica Shines - the paid media campaign to drive economic recovery. The campaign targets Southern California drive markets to enjoy an overnight stay in Santa Monica and content focuses on traveling responsibly, booking a hotel and local business special offers. Sidoriak also shared that the Official Visitors Guide and Map have been published and distribution plans have been refocused on Southern California drive markets. Sidoriak also shared that 76 businesses have signed up for the Santa Monica Shines Assurance program, 40 have completed the first course, and 3 have achieved Assurance.

Mitsuhata gave an update on the Travel Industry Sales Department. He shared that the team has continued its engagement and outreach efforts with key clients and partners. He said that over the last two months, the team has participated in five virtual events and trade shows connecting with over 100 meeting planners and tour operators across the U.S. and overseas. He then shared that Hotelbeds & Visit California are targeting the U.S. domestic drive market to spur bookings from October 2020 to February 2021. Mitsuhata stated that American Tours International planned on utilizing a partnership with AAA to promote Santa Monica as part of a road trip itinerary.

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 5:56 p.m. Anawati moved to accept the motion; Viramontes seconded the motion. The motion carried unanimously with Kreft, Rogers and Jagger absent.