

**MEETING MINUTES
SANTA MONICA TRAVEL & TOURISM (SMTT)
MEETING OF THE BOARD OF DIRECTORS
WEDNESDAY, September 14, 2022
Casa Del Mar – Crimson Room**

Call to Order: Vice Chair Carrey called the meeting to order at 5:04 pm.

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

Board Present: Vice Chair Neil Carrey, Secretary Jan Williamson, Member Jeff Klocke, Member Shahid Kayani, Member Charlie Lopez-Quintana, Member Karen Ginsberg, Member Kera Blades-Snell, and City Liaison Anuj Gupta.

Also Present: SMTT President/CEO Misti Kerns, SMTT Chief Operating Officer Evan Edwards, SMTT Chief People Officer Rachel Lozano, SMTT Director of Global Business Development Todd Mitsuhata, SMTT Operations Coordinator Alyssa Dorn, and SMTT Executive Assistant Jennifer Hover, and Santa Monica Chamber of Commerce President Judy Kruger.

Absent: Treasurer Younes Atallah and Member Lauralee Asch.

Public Comment: Vice Chair Carrey called for public comment; there was none.

Oath of Office New Board Members: Vice Chair Carrey called for the oath of office of the re-appointed and new board member appointees, Member Evans, Member Ginsberg, and Member Blades-Snell.

City Manager Update: City Liaison Gupta informed the Board of Directors of the Santa Monica Outdoors Dining program is moving forward, including the parklet program, beginning October 1st. City will be providing a parklet pop-up on Friday, September 16th on Main Street, along with future webinars for more information about Outdoors program. Promenade, 1212, and other restaurants are working with City and Fire Chief regarding moving forward with dining in fire lanes consisting of walkways/street are not continue due to public safety, working on how to move forward and use all available square footage space for restaurants. Library enhancements this fall, increased operating hours from 84 to 116 hours per week with tentative start date in November, additionally with new evening and Saturday services. Clerk's office leading into November elections, a total of 19 ballot initiatives for this year, 8 on the city side, briefly mentioned city measures.

Updates on Permitted Vending at Palisades Park will allow some stationary vending instead of roaming vending, with a focus on health and safety with vendors and on the pier. SMTT CEO Kerns asked about possibility of moving of dumpsters on Ocean Ave, Gupta replied he would investigate it. Member Lopez-Quintana inquired about performers disputing spots and brought attention to DJs playing loudly on ocean front walk. SMTT CEO Kerns mentioned the DJs belligerence in the past. Gupta advised that Santa Monica PD is aware, they can only handle on case-by-case basis. Member Lopez-Quintana asked regarding if an outdoor dining situation does not fit any of the boxes such as "parklet". Gupta advised city will keep an eye out for those applications and work with businesses in those situations to find where their situation fits.

Gupta updated of Digital Kiosks and Digital Canvas at Santa Monica Place coming, ad-supported, but ads will be curated to fit use. City team has been creating a Private/Public Partnership that partners city, businesses, mobility, and signage for a better Santa Monica experience. Secretary Williamson asked whether Frieze LA would be under this partnership office. Gupta advised not this year, but likely future events.

Open Nominations & Voting of Executive Committee Slate of Officers: Vice Chair Carrey called for any additional nominations for the Executive Committee Slate of Officers. Receiving no additional, the slate was presented as Vice Chair Carrey as Chairman, Treasurer Atallah as Vice Chairman, Member Lopez-

Quintana as Treasurer, and Member Evans nominated as Secretary. Carrey called for a motion to approve the Executive Committee Slate of Officers as presented; Member Kayani seconded the motion. The motion carried with Vice Chair Atallah, and Member Asch absent.

Approval of the June 21, 2022 Board Meeting Minutes: Secretary Williamson presented the Meeting Minutes. Member Kayani moved to approve the minutes and Secretary Evans seconded the motion. The motion carried unanimously with Vice Chair Atallah, and Member Asch absent.

Acceptance of the May & June 2022 Financials: SMTT COO Edwards presented the May and June 2022 Financial Memos. Member Klocke moved to accept the Financial Memos; Member Kayani seconded the motion. The motion carried unanimously with Vice Chair Atallah, and Member Asch absent.

SMTT Staff Updates: SMTT CEO Kerns discussed the concerns international travelers as the average wait time for a visitor visa application appointment is more than eight months, visa interview waits times vary widely from a year to nearly two years depending on location. Due to these delays, many of the U.S.'s source markets have not returned in full force.

SMTT CMO Gurrieri updated on the past summer and upcoming marketing and communication initiatives including; a highlight video of the Santa Monica activation in Brighton promoting the Friendship Agreement between the two cities, newly refreshed Santa Monica website, images of the pier umbrellas and flags created in partnership with Buy Local Santa Monica, images from summer photo shoot and introduction of the KindTraveler program – a socially conscious hotel booking and media platform being rolled out to select hotels.

Gurrieri announced the return of the Official Santa Monica Visitor Guide and Map, both print and digital versions to be distributed beginning February 2023, the return of Extra Bedroom Campaign from November 14, 2022 - January 31, 2023, and a quick update on the status of the agency of record RFP. He shared news stories about Santa Monica driven by media and influencer FAMS from Canada, Mexico and the United Kingdom.

SMTT Director of Global Business Development Mitsuhata updated on SMTT's Business Development Team as they lead their European Sales & Media mission in August, and hosted/attended five events for top clients, media, and partners across London, Manchester, Dublin, Brighton, and Paris. The mission coincided with the Brighton Activation as well as Santa Monica's Friendship Signing Ceremony with the City of Brighton & Hove, where dignitaries, top chefs, and leading artists helped generate awareness and buzz for the "pier" cities among UK consumers, trade, and top media.

On the Group Sales Front, Mitsuhata discussed SMTT's recently finished events and meetings with Prestige Networking, Conference Direct, Meetings Today Live, and HPN Global, and is gearing up for IMEX America, the largest trade show in the US for the global meetings, events and incentive travel industry.

SMTT CPO Lozano reported on the Job Fair which SMTT organized for local business and job seekers on July 12th. There were twenty-three Santa Monica businesses that participated including hotels, restaurants, and retailers. Approximately fifty job seekers attended and SMTT hired a Travel Specialist. We had a lot of media coverage including Univision, NBC, Santa Monica Patch, Santa Monica Daily Press, Santa Monica Mirror, Santa Monica Outlook, Instagram, Facebook and LinkedIn.

Lozano discussed the SMTT presence at this year's Santa Monica Police Department's National Night Out on August 2nd, our Travel Specialists table at the event and the theme this year was Behind the Badge. Finally, Lozano shared that American Film Market (AFM) would return in person to Santa Monica this year November 1st-6th. SMTT hosted the AFM Kick-off meeting on Tuesday, August 23rd on zoom. The AFM welcome activation would take place in the front of Loews hotel on Tuesday, November 1st and the Wrap Party would be on November 8th. Lozano said more information would follow via email.

SMTT COO Edwards gave an update on the upcoming TMD collection rate increases for calendar year 2023. She talked about the notification process for the hotels. She then gave an update on the TMD

Committee 2023 election process and how to serve as a committee member. Edwards then gave a process report on the TID pilot program that provides outdoor cleaning support around 5 hotels near the pier (Casa Del Mar, Shutters on the Beach, Loews Santa Monica Beach Hotel, Le Merigot, and Bayside). The program was at the 6-month mark and the next step in the process to determine permanency of the program would be a meeting with participating hotels, then a discussion with City staff. She then gave an update on some key internal dates that relate to Lane 5 of the strategic plan that includes recruiting efforts for a Communications Manager, Director of Communications and Travel Specialists; reduced costs by switching tech support vendors and the upcoming 2021-2022 fiscal audit dates. Edwards talked about the upcoming CARES activities that include the annual sock collection drive, SOCKtober, the gently used clothing drive and a volleyball tournament.

SMTT CEO Updates: SMTT CEO Kerns reviewed the collective efforts taken to create the Experience Management Plan (EMP) in 2019-2020, including extensive research and brainstorming on what the Santa Monica experience should be in the future. She further explained the importance of aligning across the community for a collective impact larger than any individual effort to enhance the experience in a proactive manner. Kerns also expressed excitement for hotels' efforts to refresh as well as community innovations that are already going toward the Plan's goals.

Kerns defined the EMP as a shared roadmap of ideas, Strategies, and Courses of Action we can take to elevate and steward the Santa Monica experience, as well as explaining the Plan's guiding principles of stewardship (support for the local economy, residents' quality of life, and the natural environment), sustainability, and supporting DEIA (diversity, equity, inclusion, and accessibility). To these ends, those involved in the EMP can ideate and work toward improvements to the Santa Monica experience such as the potential for beach dining. The EMP is a flexible and an adaptable plan, supporting and interacting seamlessly with the City's brand and identity. The EMP is also designed to be a vehicle for better communication across the community, by involving diverse community groups, so community efforts for positive change can be more readily shared and supported. Through this communication flow, different entities with similar programs can also support one another rather than working separately and repeating the same work. Additionally, Kerns reviewed the EMP Strategies to focus on in the first year and some proposed courses of actions for each, in addition to going over next steps such as committee formation.

For the Good of the Order: Chairman Carrey called for any items for good of the order. Chamber of Commerce Liaison Kruger shared business delegation at shutters on October 5th, a B2B Matchmaking from Lutherstadt Wittenberg, Germany.

Member Williamson updated on 18th Street Art Center received grant from California Arts Council to expand cultural mapping and relationship modeling to statewide program. Additionally, in the ideation stage a new public art program to create a destination experience around the Black experience.

Adjournment: Chairman Carrey called to adjourn the meeting; the meeting was adjourned at 7:04 pm.