

MEETING MINUTES
SANTA MONICA TRAVEL & TOURISM (SMTT)
MEETING OF THE TOURISM MARKETING DISTRICT (TMD) COMMITTEE
TUESDAY, FEBRUARY 14TH, 2023
Virtually via Zoom

Call to Order: Chairman Atallah called the meeting to order at 5:03 pm.

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

Tourism Marketing District Committee (TMD) Present: Chairman Younes Atallah, Vice Chairman Sam Jagger, Secretary/Treasurer Aileen Carreon, Member Kevin Anawati, Member Robert Ciancimino, Member Shahid Kayani, Member Manju Raman, and Member Jessica Rincon.

Also Present: SMTT President/CEO Misti Kerns, SMTT Chief Marketing Officer Michael Gurrieri, SMTT Chief Operating Officer Evan Edwards, SMTT Chief People Officer Rachel Lozano, SMTT Director of Global Business Development Todd Mitsuhata, SMTT Executive Assistant Jennifer Hover, The Beacon Santa Monica General Manager Katie McCoy, Sea Blue Hotel General Manager James Graham, The Ambrose Hotel General Manager Danielle Goller, and Courtyard by Marriott Santa Monica General Manager Melissa Alvarez.

Absent: Member Juan Viramontes.

Public Comment: Chairman Atallah called for public comment; there was none.

TMD Committee Ballot Results: Chairman Atallah thanked everyone who took the time to vote in the 2023 TMD Committee election and those members who served on the 2022/2023 TMD Committee. He announced the new committee members for 2023/2024 are Kevin Anawati Le Meridien Delfina Santa Monica, Younes Atallah Loews Santa Monica Beach Hotel, Aileen Carreon ETC Hotels (Shutters on the Beach, Hotel Casa Del Mar, and Bayside Hotel), Robert Ciancimino The Georgian Hotel, Sam Jagger Fairmont Miramar Hotel & Bungalows, Shahid Kayani Hilton Santa Monica Beach Hotel, Manju Raman Huntley Santa Monica Beach, Jessica Rincon Le Merigot Santa Monica, and Juan Viramontes Gateway Hotel Santa Monica.

TMD Committee Process and EOC Roles Overview: Chairman Atallah reviewed that the TMD Committee Member role is a 12-month commitment with a total of 5 meetings to attend during the year. He advised of the Executive Committee positions – Chairperson, Vice Chair, and Treasurer Secretary.

Open Nominations & Vote of Executive Committee Slate of Officers: Chairman Atallah opened the nominations to TMD Committee Members for the Executive Committee. Chairman Atallah self-nominated himself for the Chairperson position, Vice Chairman Jagger self-nominated himself for the Vice Chair position and Treasurer/Secretary Carreon self-nominated herself for the Treasurer/Secretary position. Atallah motioned the nomination to accept the slate of Executive Committee Officers, Member Raman seconded the slate. The motion carried unanimously with Member Viramontes absent.

Approval of the November 8, 2023 TMD Committee Meeting Minutes: Secretary/Treasurer Carreon presented the Meeting Minutes. Member Kayani moved to approve the minutes and Chairman Atallah seconded the motion. The motion carried unanimously with Member Viramontes absent.

Acceptance of the TMD Collections Memo: Secretary/Treasurer Carreon presented the TMD Collections Memo. Chairman Atallah moved to accept the Memo; Member Anawati seconded the motion. The motion carried unanimously with Member Viramontes absent.

Vote on Deferring July 1, 2023 TMD Increase to January 1, 2024: Chairman Atallah presented that the TMD plan currently calls for a fiscal year increase, however, the TMD Committee has decided each year to

delay that increase to accommodate a calendar year. He stated that at the same time, we call for a vote to increase the 2024 TMD rates to be presented at the same time. Reviewing the 2024 rates – Tier 3, +10¢ from 2023 at \$2.10; Tier 2, +25¢ from 2023 at \$5.75; Tier 1, +25¢ from 2023 at \$6.75.

Chairman Atallah formally request a motion for either:

- A. Motion to approve the increase of \$.10 for Tier 3, and \$.25 for Tiers 1 & 2 and to officially move the start of 2024 collections from July 1, 2023 to January 1, 2024.

OR

- B. Motion to decline an increase but continue the current rates and officially move the start of collections from July 1, 2023 to January 1, 2024

Member Anawati moved to accept option A, and Member Rincon seconded the motion. The motion carried unanimously with Member Viramontes absent.

SMTT Staff Updates: SMTT CEO Kerns reviewed the Brown Act with the TMD Committee members who have accepted the role for 2023/2024. She advised them to please reach out if they had any questions or concerns and encouraged all to complete the Brown Act training.

SMTT CMO Gurrieri provided an update on current and upcoming marketing and communications initiatives including Initial results for the Fall/Winter Media Campaign and paid media to support the three local College Bowl Games: Jimmy Kimmel LA Bowl, Rose Bowl, and National Championship, Selection of Noble Studios as new Agency of Record for SMTT.

He informed of Frieze LA at the Santa Monica Airport February 16th-19th, expecting to drive over 30,000 domestic and international travelers to Santa Monica with an interest in signing a multi-year agreement. SMTT was awarded a SMARTIES Marketing Award for the LA Loves Brighton Summer 2022 Activation and Silver HSMIA Adrian award for the '*I wish I had an Extra Bedroom*' Campaign. Gurrieri shared that SMTT will be attending IMM North America – International Media Marketplace connecting with top-tier journalists, editors, broadcasters, influencers, and local and international news stories promoting Santa Monica.

Chairman Atallah asked if Frieze Los Angeles is interested in a multi-year deal in Santa Monica. Additionally, he asked if Frieze Los Angeles is traditionally held the week leading into Presidents Day weekend, as it is a busy week with the Genesis Open and Holiday Weekend.

Gurrieri stated that Frieze Los Angeles has expressed interest in a multi-year and is in talks with the city. He stated Frieze is excited about the expansiveness that the Santa Monica Airport offers along with what the destination offers. Regarding timing, Gurrieri stated he was unsure of their date preferences for potential future events but will talk to them about the concern for these dates and if they are flexible.

Treasurer/Secretary Carreon stated in meetings she has spoken with Frieze; they are interested in making this a multi-year event and they did not realize the effects of the Genesis Open.

SMTT Director of Global Business Development Mitsuata provided updates for Travel Trade, SMTT invested in a nine-month co-op campaign with Visit California and global wholesaler Hotelbeds to drive domestic and international room nights. The campaign targeted travel agents and tour operators in the UK, Mexico, Canada, and the United States, generating 4,497 room nights for Santa Monica, representing a 181% increase compared to 2019 for the U.S. market and a 36% increase compared to 2019 for the UK market. Mitsuata shared SMTT hosted a German familiarization (FAM) tour with Condor Airlines and DMO's Visit Greater Palm Springs and San Diego Tourism Authority. The FAM participants included five U.S. product and marketing managers from top tour operators along with one SMTT German Account Director, showcasing fly-drive and road trip itineraries within the Southern California Region.

Mitsuata also shared SMTT hosted Visit California H.I.S. Japan Fam to spur the development of packages focused on outdoor activities and sustainable travel. He updated the TMD Committee that the SMTT attended numerous trade shows and events during the winter season including Signature Travel Week,

ILTM Cannes, the Visit California UK Retreat, the Brand USA APAC Marketplace, the PROST LA Holiday Luncheon, and the Visit California Mexico Retreat. He updated on the upcoming events including the Australia Visit USA Expos and Brand USA Days, Go West Summit, and SMTT's upcoming Canada Sales & Media Mission.

Mitsuhata updated that SMTT's Group Sales team traveled to the Visit California Roadshow in Texas in November meeting with 50+ top meeting planners. Additionally, the team attended several holiday events including the GBTA's Annual LA Chapter Gala, and SITE SoCal's Holiday event, where three hotel partners (Santa Monica Proper Hotel, Huntley Santa Monica, and Viceroy Santa Monica) and four clients joined. The event offered a unique opportunity for team Santa Monica to network with 240+ regional meeting planners.

Mitsuhata shared that SMTT's National Sales Manager is heading to the East Coast this week to conduct sales calls and attend the Society for Incentive Travel Excellence (SITE) Global Conference in New York, followed by a four-day road show in New Jersey, Philadelphia, Baltimore, and Washington D.C. to network with top clients and planners.

CEO Update: SMTT CEO Kerns informed the TMD Committee of the upcoming Visit California CEO Mission with the Lt. Governor. Kerns stated this tourism track group consists of restaurants and other destinations with California's Lt. Governor Kounalakis as International Affairs and Trade Representative and Dee Dee Myers, Senior Advisor to the Governor and Director of the Governor's Office of Business and Economic Development (GoBiz), with a focus to talk of tourism recovery, meet with airlines to discuss airlifts and discuss the visa programs and wait times.

She advised the TMD Committee of the departure of SMTT's Director of Global Business Development, Todd Mitsuhata, after 7 years working with SMTT's appreciative of all that he has accomplished and will be missed.

Kerns updated on the Santa Monica City Council meeting which would be voting on declaring a state of emergency on homelessness in Santa Monica. The city would be joining Culver City, Los Angeles City and County, and Long Beach. An email will be sent out regarding more information, talking points, and community resources. She advised of the Metro end-of-the-line policy which supports shutting down trains at 2:00 am forcing riders to disembark at that time.

For the Good of the Order: Chairman Atallah called for any items for good of the order.

Atallah updated the TMD Committee that as of March 4th, 2023, Loews Santa Monica Beach Hotel will not be managed by Loews Hotel & Co after 34 years. The owners decided to suspend operations for a period of time as the hotel goes under renovation. He thanked and shouted out to the SMTT team, specifically Ozzie Otero, for their hard work assisting with the relocation of business with approximately 95% staying in Santa Monica.

Atallah added a thank you to Charlie and Treasurer/Secretary Carreon at Shutters on the Beach and Hotel Casa Del Mar, Vice Chair Jagger at the Fairmont Miramar Hotel & Bungalows, Member Anawati at Le Meridien Delfina Santa Monica, and all neighbors for their flexibility and being great businesses partners during this time.

Member Ciancimino added an update on The Georgian Hotel, after a full year of renovation is excited to get the hotel open and the team is currently in the pre-opening mode.

Adjournment: Chairman Atallah called to adjourn the meeting; the meeting was adjourned at 5:58 pm.