

MEETING MINUTES
SANTA MONICA TRAVEL & TOURISM (SMTT)
MEETING OF THE BOARD OF DIRECTORS and TOURISM MARKETING DISTRICT (TMD)
COMMITTEE
WEDNESDAY, MAY 10, 2023
FAIRMONT MIRAMAR HOTEL & BUNGALOWS – THE LIBRARY ROOM

Call to Order: Board Vice Chairman Atallah called the meeting to order at 5:20 pm.

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

Board Present: Vice Chairman Younes Atallah, Treasurer Charlie Lopez-Quintana, Secretary Darlene Evans, Member Lauralee Asch, Member Kera Blades-Snell, Member Karen Ginsberg, Member Shahid Kayani, Member Jan Williamson, and City Liaison Anuj Gupta.

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

Also Present: SMTT President/CEO Misti Kerns, SMTT Chief Marketing Officer Michael Gurrieri, SMTT Chief Operations Officer Evan Edwards, and SMTT Executive Assistant Jennifer Hover.

Absent: Board Chairman Neil Carrey, Board Member Jeff Klocke, TMD Member John Heidt, TMD Member Manju Raman, and TMD Member Juan Viramontes.

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

City Manager Update: City Liaison Gupta informed the Board and TMD Committee of topics covered during the May 9th City Council meeting about Measure CS. He advised of the appointment of the Transient Occupancy Tax Advisory Committee has been postponed until the next city council meeting as all 7 City Council Members are needed to be present. Additionally, Gupta shared the areas in which the first wave of allocations of Measure CS will be allotted, including the expansion of the SMPD Help Team to 7 Days, the redesign of the SaMoShel to include 24/7 intake, the creation of a specialist HOST Team (Homeless Support Team) with focus on clean-ups related to homeless encampments, the enforcement of home-sharing ordinances, and DART team funding.

Gupta shared Annual Report on Homelessness was released including the most recent homeless count of 926 people, which is a 15% increase from 2022, the street count was up 12% and the shelter count was up 23% in comparison to 2022 numbers. He advised that the Local Emergency on homelessness was extended by City Council to May 31st, 2024, and focusing on current and new investments maintaining and supporting those at-risk or experiencing homelessness. Investments include a signed MOU for a therapeutic transport van focusing on mental health with Los Angeles County. This program is on a trial base in partnership with police and fire departments.

Gupta shared upcoming events including the Future of Behavioral Health on May 17th at Annenberg Beach House from 5:00 pm – 7:00 pm for an Ideas Exchange event to discuss behavioral and mental health issues that affect everyone in our community. Author of “The Sum of Us”, Heather McGee, will be presenting the keynote address at the Santa Monica College Public Policy Institute 2023 Spring Symposium event on May 18th from 7:30 pm – 9:00 pm at the John Adams Middle School Performing Arts Center, the event is free and open to the public.

Approval of April 18, 2023, TMD Committee Meeting Minutes: TMD Secretary/Treasurer Carreon presented the April 18 Meeting Minutes. TMD Vice Chairman Jagger moved to approve the minutes and

TMD Member Anawati seconded the motion. The motion carried unanimously with TMD Members John Heidt, Manju Raman and Juan Viramontes absent.

Acceptance of the TMD Collections Memo: TMD Secretary/Treasurer Carreon presented the TMD Collections Memo. TMD Vice Chairman Jagger moved to accept the Memo; TMD Member Rincon seconded the motion. The motion carried unanimously with TMD Members John Heidt, Manju Raman, and Juan Viramontes absent.

Approval of the March 8, 2023 Board Meeting Minutes: Board Secretary Evans presented the March 8 Meeting Minutes. Board Member Ginsberg moved to approve the minutes and Board Member Williamson seconded the motion. The motion carried unanimously with Board Chairman Neil Carrey and Board Member Jeff Klocke absent.

Acceptance of the January, February, & March 2023 Financials: Board Treasurer Lopez-Quintana presented the January, February, and March 2023 Financial Memos. Board Secretary Evans moved to accept, and Board Member Blades-Snell seconded the motion. The motion carried unanimously with Board Chairman Neil Carrey and Board Member Jeff Klocke absent.

Approval of 2023-2024 Updated Budget: SMTT COO Edwards presented the 2023-2024 updated SMTT budget. Board Secretary Evans moved to approve the updated budget and Board Treasurer Lopez-Quintana seconded the motion. The motion carried unanimously with Board Chairman Neil Carrey and Board Member Jeff Klocke absent.

SMTT Staff Updates: SMTT CMO Gurrieri updated the Board and TMD Committee on the launch of the spring and summer paid media campaign to continue to drive visitation for multi-night stays in Santa Monica. The media campaign is targeting specific audience segments with uniquely creative designs for families, urban explorers, and green living. He shared an update on the brand workshop and questionnaire, Noble Studios and SMTT hosted 17 Board Members, TMD Committee Members, and SMTT staff on April 21st at Shutters on the Beach, focusing on the discussion around Santa Monica and the SMTT brand.

Gurrieri informed the Board and TMD Committee of the promotion of Dine LA, taking place April 28th – May 12th which includes 37 Santa Monica Restaurants that are participating. He provided an update on upcoming events SMTT will be participating in including SMTT's 14th Annual Tourism Summit on Wednesday, May 17th, IPW Tradeshow in San Antonio, Texas May 22 – 24 including SMTT's Client event on Sunday, May 21st hosting 100 international buyers from key markets with partners Hotel Carmel, Getty Villa and Santa Monica Place. He shared information on SaMo Pride 2023 that will be taking place throughout Santa Monica during June. A kick-off celebration will be held on Saturday, June 3rd, with festivities happening from Third Street Promenade, Santa Monica Place and Santa Monica Pier.

Gurrieri informed upcoming Media Familiarization (FAM) trips, including French Journalist Anne-Caroline Dumas and Wanderlust Magazine's Editor-in-Chief George Kipouros. He shared recent media coverage of Santa Monica including articles from U.S. News, Voyages & Stratégie, PAX News, Travel Week, Travel Press, OpenJaw and Travel Industry Today.

SMTT President/CEO Kerns provided an update on Sales Travel Trade's upcoming international familiarization (FAM) tours with SMTT's International Representatives, May 16-20. An Immersion program is scheduled for SMTT's five international representatives from the UK/Ireland, France, Germany, Canada and Australia/New Zealand, to include hotel site inspections and Santa Monica experiences.

Kerns provided an update on recent trade shows and events the travel trade team has participated in including the Canada Sales Mission, where SMTT met with over 174 top travel and media professionals in partnership with Air Canada. She shared that educational networking sessions and presentations were conducted in partnership with Fairmont Miramar Hotel & Bungalows, Hotel Casa del Mar, Shutters on the Beach and Regent Santa Monica Beach Hotel. She informed the Board and TMD Committee of the upcoming events the travel trade team will be attending including SMTT Tourism Summit, IPW, ILTM Proud Experience, Visit California CEO Mission and SMTT's UK & France Sales Mission.

For SMTT's Group Sales, Kerns updated that SMTT attended the Conference Direct Annual Partner's meeting in Louisville, KY meeting with 25 one-on-one appointments and hosted a luncheon table with nine planners across the United States. Additionally, she informed the committee of the recent Visit California PME Roadshow in Denver and Seattle to showcase the state and destination, and Prestige Global Meeting Source Annual Conference in May.

CEO Update: SMTT CEO Kerns updated the Board of Directors and TMD Committee on the Experience Management Plan (EMP), each committee has met a total of 8 times since October of 2022. She shared the many early wins the four committees' have accomplished over the past 7 months.

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

SMTT CEO Kerns reminded the Board and TMD Committee to please submit nominations for the Thelma Parks Tourism Spirit Award and the Jeff King Santa Monica Tourism Champion Award. Final decisions will be made on Monday, May 15th for the presentation of Awards at the SMTT Tourism Summit.

Board Member Williamson shared that 18th Street Art Center will be hosting an open house on Saturday, May 13th from 12 pm – 4 pm, showcasing 40+ artists and open to the public.

Adjournment: Vice Chairman Atallah called to adjourn the meeting at 6:13 pm.