

**MEETING MINUTES
SANTA MONICA TRAVEL & TOURISM (SMTT)
MEETING OF THE BOARD OF DIRECTORS
WEDNESDAY, JULY 12, 2023
HILTON SANTA MONICA HOTEL & SUITES – MALIBU 1 ROOM**

Call to Order: Chairman Carrey called the meeting to order at 5:21 pm.

Roll Call & Self Introductions: Chairman Carrey called for self-introductions. The Board of Directors present provided brief self-introductions. The following persons were recorded in attendance:

Board Present: Chairman Neil Carrey, Vice Chairman Younes Atallah, Treasurer Charlie Lopez-Quintana, Secretary Darlene Evans, Member Karen Ginsberg, Member Shahid Kayani, Member Jeff Klocke, 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 Marketing Mandy Eck, SMTT Director of Business Development Ozzie Otero, SMTT Executive Assistant Jennifer Hover, Coraggio Group Consultant Trever Cartwright and Noble Studios Consultant B.C. LeDoux.

Absent: Member Lauralee Asch, Member Kera Blades-Snell and Member Jan Williamson.

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

Open Nominations & Voting of Executive Committee Slate of Officers: Chairman Carrey called for any additional nominations for the Executive Committee Slate of Officers. Receiving none, the slate was presented as the current Executive Committee Slate of Officers: Chairman Neil Carrey, Vice Chairman Younes Atallah, Treasurer Charlie Lopez-Quintana and Secretary Darlene Evans. Member Kayani motioned to approve the Executive Committee Slate of Officers as presented and Member Klocke seconded the motion. The motion carried unanimously with Members Asch, Blades-Snell and Williamson absent.

Brand Survey Results & Branding Update: Noble Studios Consultant B.C. LeDoux presented to the Board the brand strategy and platform that was inspired by the data collected from the brand survey and brand workshop with integral Santa Monica stakeholders. He shared that the information received is helping to inspire and guide the next steps for future marketing campaigns, branding and the identity of Santa Monica through purpose, principles, personality, promise, position and value.

2023-2025 Strategic Plan Update: Coraggio Group Consultant Trever Cartwright presented to the Board the 2-Year Strategic Plan for 2023-2025. He reviewed the process that the SMTT staff used to update the initiatives and how the organization will measure their success over the course of 2 years with the guidance of an internal SWOT analysis and the Experience Management Plan. The five areas of focus include the following imperatives: drive balanced demand for the destination, enhance the brand and steward the destination experience, actively champion the value of tourism, strengthen strategic partnerships and ensure operational excellence. Cartwright briefly reviewed the steps SMTT will take to achieve those objectives.

City Manager Update: City Liaison Gupta provided the Board with an update on the City Council's approval of the budget for the next two years including the addition of six officers and one sergeant to the Homeless Liaison Team, restorations to the animal shelter, a homelessness strategic plan, eviction prevention program, maintaining public spaces through the public works department, continuation of the art of recovery program and more.

Gupta advised the Board of the recent meeting with Mayor Davis, the City Manager's Office, City Community Partnerships, Downtown Santa Monica, Santa Monica Chamber of Commerce and SMTT to discuss planning and positioning to attract breakout events to Santa Monica around upcoming major events in the Los Angeles region (e.g., LA28, World Cup 2026, NBA All-Star Event, etc.). He stated the discussion

was focused on how the city and stakeholders can work to update event policies, marketing and branding to benefit the city and businesses and identify potential spaces within the city that could be used for these breakout events.

Vice Chair Atallah asked if the private sector's participation will come into play. Gupta advised the meeting's focus was on policy and that the City's Community Partnership Manager, Melissa Spagnuolo, will be the public/private liaison for these events, including LA28.

Approval of the May 10, 2023 Board Meeting Minutes: Secretary Evans presented the May 10th Meeting Minutes. Vice Chairman Atallah moved to approve the minutes and Treasurer Lopez-Quintana seconded the motion. The motion carried unanimously with Members Asch, Blades-Snell and Williamson absent.

Acceptance of the April, May and June 2023 Financials: Treasurer Lopez-Quintana presented the April, May and June 2023 Financial Memos. Treasurer Lopez-Quintana moved to accept, and Secretary Evans seconded the motion. The motion carried unanimously with Members Asch, Blades-Snell and Williamson absent.

Approval of TMD Contingency Funds Request & 2023-2024 Budget Update: SMTT COO Edwards presented the TMD Contingency Funds request. Member Klocke moved to approve the TMD contingency funds request and Secretary Evans seconded the motion. The motion carried unanimously with Members Asch, Blades-Snell and Williamson absent. SMTT COO Edwards presented the 2023-2024 Budget update. Secretary Evans moved to approve the updated budget and Member Ginsberg seconded the motion. The motion carried unanimously with Members Asch, Blades-Snell and Williamson absent.

CEO Update: SMTT President/CEO Kerns updated the Board of Directors on the recent Visit California 2023 European CEO Mission to the United Kingdom and France. She reviewed that the focus of the 4-day mission was on five priority markets: France, Germany, Italy, Scandinavia and the United Kingdom. The mission's emphasis was 'There is no place like California' by hosting 11 events promoting all that is new to California and amplifying the destination's exposure through travel trade and media partners. Kerns shared that this was the largest mission delegation representation for Visit California with a total of 17 DMO representatives.

Kerns shared that following the CEO Mission, SMTT hosted a France and United Kingdom sales and media mission in Paris and London, including a media lunch with 22 travel and food journalists and a trade dinner in Paris with 39 travel trade specialists at the French restaurant Le 39V. French Chef Frederic Bardon and Santa Monica Chef Raphael Lunetta prepared a collaborative culinary presentation for attendees that highlighted California cuisine.

During the London leg of the sales and media mission, Kerns shared that SMTT hosted a sound bath wellness experience with 15 media partners, an interactive cooking class with menu collaboration between Underground Cookery School and Chef Lunetta for 12 media and industry partners, an intimate breakfast with top UK product managers, and an interactive quiz and training event for 40 sales agents and trade partners. In Brighton, SMTT hosted a networking dinner with menu collaboration including the culinary team at Copper Clam and Chef Lunetta with 15 media partners, product managers, and the Mayor and Councillor of Brighton and Hove.

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

SMTT President/CEO Kerns asked the board to check out Pico Blvd. from Ocean Ave. to Lincoln Blvd. and provide any suggestions to help beautify the route in preparation for American Film Market in October. She briefly spoke of working with Cultural Art of Recovery on a future project that will include a projection on the clock tower that showcases environmental changes in time through art.

Adjournment: Chairman Carrey called to adjourn the meeting at 7:12 pm.