

MEETING MINUTES
SANTA MONICA TRAVEL & TOURISM (SMTT)
MEETING OF THE BOARD OF DIRECTORS
WEDNESDAY, JANUARY 10, 2024
The Huntley Hotel – The Crystal Room 3

Call to Order: Chairman Carrey called the meeting to order at 5:07pm.

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 Lauralee Asch, Kera Blades-Snell, Member Karen Ginsberg, Member Shahid Kayani, Member Jeff Klocke, Member Jan Williamson.

Also Present: SMTT President/CEO Misti Kerns, SMTT Chief Operating Officer Evan Edwards, SMTT Chief People Officer Rachel Lozano, SMTT Senior Director of Communications Lauren Salisbury, SMTT Senior Director of Marketing Mandy Eck, SMTT Director of Sales Ozzie Otero, SMTT Executive Assistant Ellen Keegan.

Absent: City Manager David White.

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

Approval of the November 8, 2023 Board Meeting Minutes: Secretary Evans presented the November 8th meeting minutes. Vice Chair Atallah moved to approve the minutes and Treasurer Lopez-Quintana seconded the motion. The motion carried unanimously with City Manager David White absent.

Acceptance of the October 2023 Financials: Treasurer Lopez-Quintana presented the October 2023 Financial Memo and Cash Basis. Secretary Evans moved to accept financials. Vice Chairman Atallah seconded the motion. The motion carried unanimously with City Manager David White absent.

Acceptance of the November 2023 Financials: Treasurer Lopez-Quintana presented the November 2023 Financial Memo & Cash basis. Secretary Evans moved to accept the financials. Vice Chairman Atallah seconded the motion. The motion carried unanimously with City Manager David White absent.

Approval of the 2023-2024 Budget Respread Request: SMTT Chief Operating Officer Evan Edwards presented the 2023-2024 Budget Respread Request. Edwards shared a positive forecast of the SMTT financial respread and asked the Board for a motion to approve. Member Kayani moved to approve the budget respread. Secretary Evans seconded the motion. The motion carried unanimously with City Manager David White absent. Chairman Carrey acknowledged SMTT staff members on the commendable adjustments that were made, particularly during the pandemic, and expressed thanks for their great management of financials as a whole.

SMTT Staff Updates: SMTT Chief Operating Officer Evan Edwards updated the Board on the addition of three new staff members including Finance Manager Shannon Holt, Graphic Designer Franki Inomata and Community Marketing Manager Emily Sweeney. In December, SMTT collected 718 pieces of new or gently used business clothing which were donated to benefit Chrysalis, a nonprofit focused on helping individuals re-enter the workforce and retain employment. Many items of non-perishable foods were donated as well. Also in December, nearly 100 community members and partners joined SMTT at the Main Street office to celebrate the holiday season and a great year. Edwards shared details for an upcoming I Am Santa Monica Workshop.

SMTT Chief People Officer Rachel Lozano shared Visitor Services updates including over 3,900 guests who were welcomed to SMTT Visitor Information Centers in November and December, selling over \$8,100 in SMTT branded merchandise at the three locations and online store. SMTT staff attended several events

and happenings throughout the community in November and December including Locals Night on the Santa Monica Pier, the Swearing In of Mayor Phil Brock, the Main Street BIA Holiday Mixer and Miracle on Main Street.

SMTT Senior Director of Marketing Mandy Eck shared a vibrant Q3 media plan designed in collaboration with Noble Studios aimed to capture more potential visitors to Santa Monica. Gearing up for Q4, SMTT is preparing the launch of a brand refresh that will showcase the essence of Santa Monica. SMTT will be continuously analyzing data and identifying opportunities to optimize budget allocation that achieves the campaign's full potential.

SMTT Senior Director of Communications Lauren Salisbury shared updates on earned media coverage and upcoming FAMs. Santa Monica was featured in an issue of The Weekend Australian, with print circulation reaching approximately 2 million readers, in addition to online circulation reaching approximately 60,000 for a total ad value of \$39,000. Body + Soul Australia published a list of worldwide "Dream Hotel Spas to Help You Recharge" which featured the Surya Spa at Santa Monica Proper Hotel. Print circulation reached approximately 557,000 readers in addition to online circulation reaching approximately 7.3 million for a total ad value of \$15,000. Salisbury also shared several upcoming FAMs and media visits from publications including Zoomer Magazine (Canada), Best Side Magazine (Canada), Escapism Magazine (Canada) and Wayfarer (Australia).

Finally, SMTT Director of Sales Ozzie Otero shared Global Business Development updates including several industry trade events attended by SMTT staff and representatives including ILTM Cannes (Cannes, France), VCA x JATA FAM (Santa Monica), Visit USA Workshop (Bordeaux, France), SITE SoCal Holiday Charity & Gala (Palm Springs) and American Express INTERaction (Seattle, WA). Otero also shared upcoming events including the SITE SoCal Board Installation (Santa Monica), NorCal MICE Sales Mission (San Francisco/Oakland and Silicon Valley), Go West Summit (Lake Tahoe, NV) and a UK Sales and Media Mission (London, UK).

CEO Update: SMTT CEO & President Misti Kerns thanked the team at SMTT for their hard work and dedication. Kerns also informed the Board of a newly formatted Board meeting agenda which SMTT will begin using in March. SMTT is also in the process of occupying the second half of their upstairs space, which will hopefully be ready by March in time to host the next Board meeting.

For the Good of the Order: Secretary Evans reminded the Board of The Rev. Dr. Martin Luther King, Jr. Westside Coalition's 39th Annual MLK Day Celebration on January 15th. Additionally, Evans informed the Board of the Santa Monica Symphony's Annual MLK Holiday Concert on January 13th. Member Asch shared the annual Santa Monica PAL Poker Tournament will return on March 2nd. Lastly, Member Blades-Snell shared that Santa Monica Black Lives Association (SMBLA) will be holding the second annual Black History Month Festival Celebration with Downtown Santa Monica on February 24th.

Adjournment: Chairman Carrey adjourned the meeting at 6:04pm.