

**MEETING MINUTES**  
**SANTA MONICA TRAVEL & TOURISM (SMTT)**  
**SPECIAL MEETING OF TOURISM MARKETING DISTRICT COMMITTEE**  
**THURSDAY, MARCH 6, 2025**  
**SHUTTERS ON THE BEACH – 1 Pico Blvd, Santa Monica, CA 90405**

**Call to Order:** Chairman Atallah called the meeting to order at 11:30 a.m.

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

**Tourism Marketing District Committee (TMD) Present:** Chairman Younes Atallah, Member Cameron Haseli, Member Juan Viramontes, Member Simon Fricker, Member Danielle Goller, Member Karina Sedigh and Member Aileen Carreon arrived after the vote of the Executive Committee Officers.

**Also Present:** SMTT President & Chief Executive Officer Misti Kerns, SMTT Chief Operating Officer Evan Edwards, SMTT Chief People Officer Rachel Lozano and SMTT Administrative Assistant Bella Cifuentes.

**Absent:** Members Sonia Metz and Member Cara Stoffel.

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

**EOC Roles Overview:** SMTT Chief Operating Officer Evan Edwards reviewed the role of Executive Officer Committee (EOC) positions of Chair, Vice Chair and Treasurer/Secretary. All three executive roles hold a one-year term. Edwards explained that the committee's responsibilities encompass overseeing and voting on the collective allocation of Tourism Marketing District (TMD) funds, with all decisions being recorded publicly.

SMTT President & Chief Executive Officer Misti Kerns added that if a member of the EOC committee resigns during their term, a new vote will be required, which must take place in person.

**Open Nominations & Vote of the Executive Committee Officers:** Chairman Younes Atallah opened the nominations to TMD Committee Members for the Executive Officer Committee. Chairman Younes Atallah nominated Member Aileen Carreon for the Vice Chair position, Chairman Younes Atallah nominated Member Cameron Haseli for the Treasurer/Secretary position. Chairman Younes Atallah self-nominated himself for the Chairperson position. SMTT Chief Operating Officer Evan Edwards motioned the nomination to accept the slate of Executive Committee Officers. Member Haseli moved to approve the motion. Member Goller seconded the motion. Each Committee Member then voted individually to approve the motion. The motion carried unanimously with Member Sonia Metz, Member Aileen Carreon and Member Cara Stoffel absent.

**For the Good of the Order:** Chairman Atallah called For the Good of the Order; there was none.

**Adjournment:** Chairman Atallah adjourned the meeting at 11:24 a.m.

**Next Tourism Marketing District (TMD) Committee Meeting**  
Tuesday, April 8, 2025

## OUR MISSION STATEMENT

Santa Monica Travel & Tourism works to strengthen our local economy by enhancing and promoting our community as a distinctive, compelling and welcoming travel destination.

## OUR VISION

To ensure Santa Monica is recognized as the premier beach-city destination in the world.

## OUR BRAND PROMISE

Santa Monica... an unforgettable beach city experience filled with eye-catching people, cutting edge culture and bold innovations. It's the essence of the California lifestyle.