

**MEETING MINUTES
SANTA MONICA TRAVEL & TOURISM (SMTT)
REGULAR TOURISM MARKETING DISTRICT COMMITTEE
TUESDAY, APRIL 8, 2025**

FAIRMONT MIRAMAR HOTEL & BUNGALOWS – 101 Wilshire Blvd, Santa Monica, CA 90401

Call to Order: Chair Atallah called the meeting to order at 5:06 PM

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

Tourism Marketing District Committee (TMD) Present: Chair Younes Atallah, Vice Chair Aileen Carreon, Treasurer Cameron Haseli, Member Juan Viramontes, Member Danielle Goller, Member Simon Fricker and Member Sonia Metz.

Also Present: SMTT Chief Operating Officer Evan Edwards, SMTT Chief People Officer Rachel Lozano, SMTT Vice President of Communications Lauren Salisbury, SMTT Vice President of Marketing Ashley Dowgwillo, SMTT Director of Marketing John Lendman, SMTT Director of Global Business Development Aleksandr Sigalus, SMTT Director of Sales Ozzie Otero, SMTT Administrative Assistant Bella Cifuentes, Managing Director at Sandbourne Santa Monica Jessica Rincon, General Manager at Shutters on the Beach Christophe Baraton, General Manager at Hotel Casa del Mar Max Jonas and Managing Director at Santa Monica Proper Armando Campos.

Absent: Member Cara Stoffel and Member Karina Sedigh.

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

Approval of February and March TMD Meeting Minutes: Treasurer Cameron Haseli presented the February and March 2025 meeting minutes. Member Danielle Goller moved to approve the minutes and Vice Chair Aileen Carreon seconded the motion. The motion carried unanimously through a roll call vote with Member Cara Stoffel and Member Karina Sedigh absent.

Acceptance of the YTD TMD Collections Memo: Treasurer Cameron Haseli presented the YTD TMD Collections Memo. Member Danielle Goller moved to accept, and Vice Chair Aileen Carreon seconded the motion. The motion carried unanimously through a roll call vote with Member Cara Stoffel and Member Karina Sedigh absent.

SMTT Staff Updates: SMTT Director of Marketing, John Lendman, gave an update on the "Spring Staycation" program running from March 15 to April 18, 2025, offering hotel discounts to Los Angeles County residents to boost bookings during the shoulder season and support wildfire recovery. Twenty hotels will participate, with promotional efforts through SoCal Sounds, Santa Monica Daily Press, SMTT social media, and The Lookout.

He shared visuals on "Love Notes to Santa Monica" featuring a pop-up art installation on the Third Street Promenade and at the Main Street Visitor Center, to foster positive local sentiment. He announced the launch of the new AI Chatbot on santamonica.com; Lendman gave updates on website statistics and discussed a collaboration with Visit California launching this spring to promote Route 66, in Santa Monica, including SMTT's new centennial logo for the route's 2026 celebration.

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.

SMTT Vice President of Communications, Lauren Salisbury, updated the committee on recent media initiatives, starting with the VCA Satellite Media Tour featuring Travel Expert Gabe Saglie, which achieved a unique visitor metric (UVM) of 2,183,449 and an advertising value equivalent (AVE) of \$20,196.90.

Salisbury highlighted that Emily Kaufman, "The Travel Mom," featured Santa Monica on the Kelly Clarkson Show, which attracted 1.2 million daily viewers and emphasized that Santa Monica is open for business post-fires, showcasing the Fairmont Miramar Hotel & Bungalows and promoting a visit to the Santa Monica Farmers Market. She shared that on social media, the Instagram follower count is 58,430, reflecting a 0.3% increase, with an engagement rate per impression of 5%, up 78.5% from the previous period.

SMTT Director of Global Business Development, Aleksandr Sigalus, provided an update on global business development activities. He reported on recent travel trade initiatives, starting with the VCA Outlook Forum from March 3 to 5.

SMTT Director of Sales Ozzie Otero attended the Virtuoso Canada Forum on March 5 to 6 in Quebec City, where SMTT sponsored the event and presented destination updates. The UK Sales Mission from March 17 to 21 involved training sessions for key tour operators and travel agencies in Manchester, London, and Brighton, in partnership with Regent Santa Monica Beach. He then shared details of a recent FAM visit from Aeromexico's celebrating their 100th aircraft welcoming 29 travel trade advisors and influencers.

CEO Update:

SMTT Chief Operating Officer, Evan Edwards, updated on the Pacific Coast Highway (PCH). She noted that the City of Santa Monica has no timeline for the full reopening, estimating it may take a few months. Edwards advised advocating with the Los Angeles Police Department (LAPD) and California Highway Patrol (CHP), the responsible authorities, and confirmed that PCH remains open in Santa Monica.

Lastly, Edwards informed the committee that following the meeting, SMTT would share contact information for the LAPD and CHP, Symphony reports, developments regarding cookie laws, and updated data from Datafy.

For the Good of the Order:

Adjournment: Chair Atallah adjourned the meeting at 5:56 PM.

Annual Joint Board of Directors and TMD Committee Meeting Wednesday, June 4, 2025

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