SPECIAL TOURISM MARKETING DISTRICT (TMD) COMMITTEE MEETING

Date: Tuesday, November 17th, 2026

Time: 10:00 a.m. – 12:00 p.m.

Location: The Eden - Belvedere Room
1301 Ocean Ave, Santa Monica, CA 90401

I.	Call to Order & Welcome	Chair Carreon
II.	Roll Call & Self Introductions	Chair Carreon
III.	Public Comment	
IV.	Arte Museum Update	Arte Museum General Manager Cho
V.	Beach & Safety Update	SMPD Chief Jacob
VI.	Downtown Santa Monica Update	DTSM CEO Lee
VII.	Approval of the September 15, 2026 Minutes	Chair Carreon
VIII.	Acceptance of the TMD Collections Memo	Chair Carreon
IX.	Staff Updates	SMTT Staff
X.	Tourism Marketing District (TMD) Renewal Update	SMTT CEO Kerns
XI.	CEO Update	SMTT CEO Kerns
XII.	For the Good of the Order	Chair Carreon
XIII.	Adjournment	Chair Carreon

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.

NOTICE TO PUBLIC

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Committee. The Agenda provides a general description and staff recommendations; on rare occasion the Committee may take action on matters of urgency. No other business will be considered.

GOVERNMENT CODE 54956

(a) A special meeting may be called at any time by the presiding officer of the legislative body of a local agency, or by a majority of the members of the legislative body, by delivering written notice to each member of the legislative body and to each local newspaper of general circulation and radio or television station requesting notice in writing and posting a notice on the local agency's Internet Web site, if the local agency has one. The notice shall be delivered personally or by any other means and shall be received at least 24 hours before the time of the meeting as specified in the notice. The call and notice shall specify the time and place of the special meeting and the business to be transacted or discussed. No other business shall be considered at these meetings by the legislative body. The written notice may be dispensed with as to any member who at or prior to the time the meeting convenes files with the clerk or secretary of the legislative body a written waiver of notice. The waiver may be given by telegram. The written notice may also be dispensed with as to any member who is actually present at the meeting at the time it convenes.

BROWN ACT NOTICE

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting and 24 hours prior to a special meeting. Action may not be taken on items not posted on the agenda.

ADA NOTICE

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Haylee Miller at (310) 319-6263 at least 48 hours prior to the meeting. This agenda is available in alternate format upon request by calling Santa Monica Travel & Tourism.

Next Tourism Marketing District (TMD) Committee Meeting
Thursday, March 11th, 2027
Santa Monica, CA