

# Redondo Beach Travel and Tourism

## Board of Directors Meeting

### Annual Meeting Agenda

Monday, January 18th, 2020 at 9:30am  
Conference Call - dial in 720.835.5596 id 26558

#### **I. Call to Order**

Board Chair Rebecca Elder will call to order the RBTT Board of Directors Meeting.

#### **II. Approval of Minutes**

Review and approve the Meeting Minutes

- Minutes from the December 21<sup>st</sup> meeting will be routed by Rebecca Elder.

#### **III. Approval of Financials**

Review and approve Financials provided by Kasi Iacono, Treasurer

#### **IV. Public Comment**

Board Chair Rebecca Elder will open the meeting to public comment for all items on or not otherwise on the Agenda.

#### **V. Action Items**

1. PS&M marketing plan
  - Review of Monthly Digital Analytics
  - Review of Creative Updates
  - Review of Organic Social Media
  - Discussion/Approval Q4 and Q1 initiatives
  - 3<sup>rd</sup> night free promotion

#### **VI. Informational Items**

1. Update on Collections
  - Board Advisor Laurie Koike will update the RBTT Board of Directors on collection efforts

#### **VII. Miscellaneous Items**

1. Set Next Meeting
  - Board Chair Rebecca Elder will confirm next meeting date, along with a decided location.

#### **VIII. Adjournment**

Board Chair Rebecca Elder will close the meeting, with no further business to report.

BROWN ACT: *Government Code 54950* requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. The public may inspect the agenda and any associated writings, and documents delivered after the posting of the meeting may be obtained, at 260 Portofino Way, Redondo Beach, CA 90277.

ADA: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Rebecca Elder by calling 805.895.6309 at least 48 hours prior to the meeting.

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. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. 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 Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.

**Redondo Beach Travel and Tourism Financials (9.1.20-8.31.21)****Savings Account**

9/1/20	Balance from 9/1/19-8/31/20 (to activate RBTT Account 1/22/2019)	\$100.00
	Total Savings	<u>\$100.00</u>

**Checking Account**

9/1/20	Balance from 9/1/19-8/31/20 Period	<b>\$361,286.48</b>
9/8/20	Check #1041 \$7500. Paolucci Salling & Martin (PSM). \$1K Retainer. \$2262 Creative Svcs. \$400 Art. \$2500 Website. \$500 Dig Ad. \$800 PR/SM. (Stop payment requested 10.6.20)	\$0.00
9/21/20	Deposit for July RBTMD Disbursement	<b>\$28,926</b>
9/24/20	Check #1042 Paolucci Salling & Martin (PSM). \$15K Digital Buyout. \$22K RB Expedia Ads Q4 Winter LA Co-Op	<b>(\$37,000)</b>
9/30/20	Check #1043 Fahmia Inc. \$500, 2018 Tax Return Amendment	<b>(\$500.00)</b>
10/6/20	Check #1044 Paolucci Salling & Martin (PSM). \$7500 Sept Integ Svc Fees (orig Chk#1041). \$7500 Oct Integ Svc Fees	<b>(\$15,000.00)</b>
10/21/20	Check #1045 Paolucci Salling & Martin (PSM), Inv 32174. \$14K Digital Buyout, Sept-Google Adwords, Leisure, YouT,	<b>(\$14,000.00)</b>
10/26/20	Deposit for August RBTMD Disbursement	<b>\$34,391.08</b>
10/26/20	Check #1046 Paolucci Salling & Martin (PSM), Inv 32176. \$30K Digital Buyout, Nov & Dec & Site Impact Email	<b>(\$30,000.00)</b>
11/9/20	Check #1047 Paolucci Salling & Marting (PSM), Inv 32345 Contingency Creative & Buyouts 3 Years aRes (Year 2) \$11K. Inv 32244 Nov Integ Svcs \$12.2K. (Nov Retainer \$1500, Creative Svcs \$3762, Production \$400, Website Svcs \$4K, Dig Ad Analytics \$1200, PR/Soc Media \$1300)	<b>(\$23,200.00)</b>
11/19/20	Check #1048 United States Liability Insurance Co, 12.11.20-12.11.21	<b>(\$1,976.00)</b>
11/19/20	Check #1049 Kasi Iacono, Sheet of Stamps \$11 and Monthly QuickBooks Fee \$35	<b>(\$46.00)</b>
11/20/20	Deposit for September Disbursement (\$34,194.81, returned due to authorized signature not matching account)	<b>\$0.00</b>

11/23/20	Deposit: IRS Refund for 2018 Tax Return. Gary Wayland of Wayland & Vukadinovich LLP paid IRS our penalty while he was making corrections with IRS for a zero balance.	\$4,330.94
11/23/20	Check #1050 made out to Gary Wayland for Refund from IRS for 2018 Tax Return that we did not owe.	(\$4,330.94)
11/30/20	Return check fee for original September Disbursement check (\$34,194.81)	(\$12.00)
11/30/20	Deposit for September Disbursement	\$34,194.81
11/30/20	Check #1051 Paolucci Salling & Martin (PSM), Invoice #32356. January Media Buyouts	(\$11,120.00)
12/10/20	Check #1052 Paolucci Salling & Martin (PSM), Invoice #32464. Dec Integ Svcs Fee	(\$12,200.00)
12/14/20	Filing fee to CA Franchise Tax Board for 2019 CA Exempt Org Annual Info Return, paid electronically	(\$10.00)
12/14/20	Check #1053 Fahmia Inc, Invoice #1225, 2019 Tax Prep \$500, Bookkeeping Svcs \$300	(\$800.00)
12/21/20	Deposit for October Disbursement	\$49,520.48
12/28/20	Check #1054 Kasi Iacono, Monthly Quickbooks Fee	(\$35.00)
1/4/21	Check #1055 Paolucci Salling & Martin (PSM), Invoice #32493. Digital Media Buyout Feb 2021	(\$11,120.00)
1/11/21	Check #1056 Paolucci Salling & Martin (PSM). Invoice #32589. Jan Integ Svcs Fee	(\$12,200.00)
1/12/21	Check #1057 Portofino Hotel \$1680.90_3rd Nt Free Promo reimbursement, Nov 2020	(\$1,680.90)
1/12/21	Check #1058 Portofino Hotel \$784.42_3rd Nt Free Promo reimbursement, Dec 2020	(\$784.42)
1/12/21	Check #1059 Best Western Plus/Redondo Beach Inn \$561.61_3rd Nt Free Promo reimb, Dec 2020	(\$561.61)
1/12/21	Check #1060 Shade Redondo Beach \$7857.14_3rd Nt Free Promo reimb, Nov-Dec 2020	(\$7,857.14)
	Total Checking	\$328,216.07
	<b>TOTAL BALANCE</b>	<b>\$328,316.07</b>

9/1/20	Balance from 9/1/19-8/31/20 (to activate RBTT Account 1/22/2019)	\$100.00
	<b>Total Savings</b>	<u>\$100.00</u>

**Checking Account**

			Contingency	Admin & Ops
			3%	10%
9/1/20	Balance from 9/1/19-8/31/20 Period	\$905,373.69	\$34,923.44	\$116,411.47
	Reallocation of funds from Admin & Ops (\$60K) to Contingency and S&M		\$30,000.00	(\$60,000.00)
			\$64,923.44	\$56,411.47
9/1/20	Expense Balance from 9/1/19-8/31/20 Period	(\$544,087.21)	\$0.00	(\$4,986.00)
	Carryover Balance from 19-20 Fiscal Year	\$361,286.48	\$64,923.44	\$51,425.47
9/21/20	Deposit for July 2020 RBTMD Disbursement	\$28,926.29	\$867.79	\$2,892.63
<b>Total Deposit</b>		<b>\$390,212.77</b>	<b>\$65,791.23</b>	<b>\$54,318.10</b>
10/19/20	Reallocation of funds from Contingency (\$20K) and Admin & Ops (\$20K) to S&M		(\$20,000.00)	(\$20,000.00)
		<b>\$390,212.77</b>	<b>\$45,791.23</b>	<b>\$34,318.10</b>
10/26/20	Deposit for August RBTMD Disbursement	\$34,391.08	\$1,031.73	\$3,439.11
11/20/20	Deposit for September Disbursement (\$34,194.81), returned due to signature not matching what's on file	\$0.00	\$0.00	\$0.00
11/23/20	Deposit: IRS Refund for 2018 Tax Return. Gary Wayland of Wayland & Vukadinovich LLP paid IRS our penalty while he was making corrections with IRS for a zero balance.	\$4,330.94	\$0.00	\$4,330.94
			\$0.00	\$0.00
11/30/20	Deposit for September Disbursement.	\$34,194.81	\$1,025.84	\$3,419.48
12/21/20	Deposit for October Disbursement	\$49,520.48	\$1,485.61	\$4,952.05
<b>Total Deposit Balance</b>		<b>\$512,650.08</b>	<b>\$49,334.42</b>	<b>\$50,459.68</b>

9/8/20	Check #1041 Paolucci Salling & Martin (PSM) \$7500. \$1K Retainer. \$2262 Creative Svcs. \$400 Art. \$2500 Website. \$500 Dig Ad. \$800 PR/SM (Stop payment requested 10.6.20)			
9/24/20	Check #1042 Paolucci Salling & Martin (PSM). \$15K Digital Buyout. \$22K RB Expedia Ads Q4 Winter LA Co-Op			
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11/19/20	Check #1048 United States Liability Insurance Co, 12.11.20-12.11.21			(\$1,976.00)
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11/23/20	Check #1050 made out to Gary Wayland for Refund from IRS for 2018 Tax Return that we did not owe.			(\$4,330.94)
11/30/20	Return check fee for original September Disbursement check (\$34,194.81) deposited on 11/20,			(\$12.00)

signature didn't match authorized signature on file

11/30/20	Check #1051 Paolucci Salling & Martin (PSM), Invoice #32356. January Media Buyouts			
12/10/20	Check #1052 Paolucci Salling & Martin (PSM), Invoice #32464. Dec Integ Svcs Fee			
12/14/20	Filing fee to CA Franchise Tax Board for 2019 CA Exempt Org Annual Info Return, paid electronically			(\$10.00)
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1/12/21	Check #1059 Best Western Plus/Redondo Beach Inn \$561.61_3rd Nt Free Promo reimb, Dec 2020			
1/12/21	Check #1060 Shade Redondo Beach \$7857.14_3rd Nt Free Promo reimb, Nov-Dec 2020			

<b>Total Spent</b>		<b>TOTAL EXPENSES</b>		\$0.00	<b>(\$7,709.94)</b>
<b>Balance</b>		<b>CHECKING BALANCE</b>	<b>\$328,216.07</b>	<b>\$49,334.42</b>	<b>\$42,749.74</b>
		<b>TOTAL BALANCE Sv &amp; Chckg</b>	<b>\$328,316.07</b>		

**Sales & Marketing**

87%

\$754,038.78

\$30,000.00

\$784,038.78

(\$539,101.21)

\$244,937.57

\$25,165.87

\$270,103.44

\$40,000.00

\$310,103.44

\$29,920.24

\$0.00

\$0.00

\$0.00

\$29,749.48

\$43,082.82

\$412,855.98

\$0.00

(\$37,000.00)

(\$15,000.00)

(\$14,000.00)

(\$30,000.00)

(\$23,200.00)

(\$11,120.00)

(\$12,200.00)

(\$11,120.00)

(\$12,200.00)

(\$1,680.90)

(\$784.42)

(\$561.61)

(\$7,857.14)

(\$176,724.07)

\$236,131.91