

# Redondo Beach Travel and Tourism

## Board of Directors Meeting

### Agenda

Monday, February 3rd at 9:30am

Executive Boardroom at Crowne Plaza – 300 N. Harbor Drive Redondo Beach, CA 90277

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

Board Chair Rebecca Elder called the RBT Board of Directors Meeting to order and noted that there was not a quorum.

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

Continued to next meeting to have a quorum

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

- Continued to next meeting to have a quorum

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

Board Chair Rebecca Elder opened the meeting to public comment for all items on or not otherwise on the Agenda. There was no public comment.

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

1. Open Board Position
  - Continued to next meeting to have a quorum
2. PS&M Marketing Update
  - Cameron shared the results of the winter/holiday photo and video shoot that will be used for the 2020 holiday season. Rebecca commented that the video is a publicly available asset. Daniel is following up with the city to get approval for RBT to function as a nonprofit to collect assets at public events (ie: Holiday Stroll, Boat Parade) to use to promote the city. Photography at the upcoming 10K was discussed, and PSM is shooting the event provided they get approval. Cameron showed that the 10K was also featured on the blog post of the website this month. Cameron distributed a Hotel sheet so the hotels could provide info that PSM would use in future marketing.
  - Social Media/Marketing
    - i. PSM is researching local social media accounts for cross promotion, such as sunset photos posted on the Redondo Beach Residents page. They also increased the posts from 2 per week to 4 at Rebecca's request.
  - PSM is adding an email on RBT's website that questions on events/partnerships and Daniel/Cameron will pass the leads along.
  - Review of changes of RBT site, integrated the booking widget, as well as more dynamic content and a weather bot. PSM is working to enhance the content on the News & Events page to also include a calendar. Booking page was reviewed, and Cameron pointed out that ad units can be implemented. Hotels can send their content to be featured, and we can

start with the existing RBT programs. We own the space, and in the future, we can sell ad space. Attraction page allows guests to purchase tickets to anything.

- Cameron shared Web, Digital & Ares reports, and noted that referring site analytics would be available soon. We had 2 bookings in December, and no bookings yet in January but more 'add to carts' which is positive momentum. The booking incentive should make a significant impact in bookings.
  - LA Sevens link is still a work in progress, but info has been sent to them. The BeachLife link is up and running and was in time for the lineup announcement.
  - Winter Expedia Campaign results were presented. Rebecca mentioned that the Spring campaign was targeting other cities/destinations, while the other 3 campaigns were featuring RB on a LA search. The results show how we can sway consumer travel more effectively on the LA search. Cameron noted that within the 4 campaigns there were shifts in length of stay, as well as which hotels were top producers with the smaller motels performing better in the Winter campaign.
  - Rebecca asked the Board to think about their 5 year goals for RBT, and would like to have a discussion about the overall vision and strategy.
3. Discuss renewing PS&M contract for 2020-21
    - Continued to next meeting to have a quorum
  4. Update on CVENT options
    - Continued to next meeting to have a quorum
    - Rey Rodriguez asked about the progress updating the existing CVENT page. Rebecca said she would look into it.

## **VI. Informational Items**

1. Update on Collections

## **VII. Miscellaneous Items**

1. Set Next Meeting
  - Board Chair Rebecca Elder will confirm next meeting date for the 3<sup>rd</sup> Monday in February unless otherwise discussed, along with a decided location. She also mentioned that, once the rigorous approvals were through, the Board could consider bimonthly or quarterly meetings.

## **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.