

# Redondo Beach Travel and Tourism

## Board of Directors Meeting

### Meeting Minutes

Monday, February 24 at 9:30am

Redondo Room - Portofino Hotel & Marina, 260 Portofino Way Redondo Beach, CA 90277

Attendees: Rebecca Elder, Sandra Vivas, Kasi Iacono, Michael Murray, Raechel Prochnow, Laurie Koike, Daniel Martin, Cameron Esteps and Tammy Saunt

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

Board Chair Rebecca Elder called the meeting to order at 9:30am.

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

Minutes from the December 9<sup>th</sup> and January 20<sup>th</sup> meetings were routed to the RBTT Board by Chair, Rebecca Elder. Raechel Prochnow noted that we needed to correct the date on the January 20<sup>th</sup> (mistakenly read 23). Michael Murray made a motion to approve and file with the change, Sandra Vivas seconded, and the minutes were approved & filed.

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

Kasi Iacono distributed and reviewed the Financials. Rebecca Elder made a motion to approve and file, Michael Murray seconded and the minutes were approved & filed.

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

Rebecca Elder opened the meeting to public comment at 9:35 am. Tammy Saunt handles Communications for BeachLife and advised that she is holding a community outreach meeting on 3/3 from 630-8pm. Fliers are distributed to local neighborhoods. Locals (including hoteliers) are encouraged to attend to discuss any issues, concerns or worries. Laurie Koike had a request for a hotelier for BeachLife banners, so Tammy distributed banners to any hotels who wanted to display them. She offered to deliver them to hotels who were not present. BeachLife is also hosting RugbySevens tournament at Dignity Health. The Stadium has all day matches Sat/Sun and all fans/players are being directed to bars in the South Bay via passport that lists bars in Redondo/Hermosa/Manhattan. Those who get stamps on the passport will be entered to win tickets and flight to BeachLife. The AEG site features all the restaurants, and Barnies Beanery is hosting final party, famous rugby players are expected to attend. Public comment was closed at 9:42am.

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

1. Open Board Position – Secretary. Rebecca asked if the hotels had any interest in the open position, and they had not. Rebecca shared that the Director of Sales at Portofino, Jan Drumright was interested. The Board agreed that Jan would attend the next meeting to be voted into the Board. Rebecca noted that there were no volunteers for the Secretary position and suggested that the Board rotate note taking each meeting. The Board agreed.
2. PS&M Marketing Update

- Cameron provided website updates and the long form video currently on the site was shared. He noted that video will continue to build out with new video content from 10K & Redondo Beach Ballet added. Cameron shared photos & videos from the 10K and shared that the goal is to be at 1 lifestyle experience a month to build content. PSM is also adding a welcome newsletter when people register for the RBT site to show things to do in the area. He is adding an itinerary section to the site for things to do in various time frames (2 hours, half and full day activities). Finally, they are working on expanding on the meeting page.
    - i. Web & digital analytics were shared. Cameron noted we had an increased spend in summer, so we're currently spending slightly less in the slower months. We are seeing growth in Bing without additional spend, which is positive. Facebook continues to be the bread & butter due to the low CPC and highest CTR. Michael Murray asked for breakouts between Facebook & Instagram spends, Cameron clarified that the budget was allocated more to Facebook because the returns were so strong. Retargeting was discussed and the team agreed to move to 2-3 weeks and not 30 days due to booking habits of guests.
  - The Winter Expedia campaign is at a midpoint and has produced \$420K mid-month with an average length of stay of 2.13 nights. Daniel asked when the hotels would like start promoting Summer campaigns, and the Board agreed that ideal timeline would be February for Spring Break, and April for Summer. PSM will geotarget to 2H flight in a longer booking window and short term 2h drive market will receive different messages in a closer booking window.
  - PSM has included Special Programs in the marketing plan that target events at Sonify stadium (concerts, NFL games) via display and social media advertising. Their focus is positioning Redondo Beach to become select destination for guests attending events at Sonify.
  - ARES tracking was shared with 5700 pageviews and 551 BeachLife pageviews. We saw 54 'add to carts' (of which BeachLife was 17) however that was down to December. We did not see bookings, but many page views. Daniel suggested that the look & feel of the booking site could be impacting the booking process as some feel it's not secure. ARES suggested that a value add would improve the conversion.
  - Cameron discussed offering a social media contest, and the Board is supportive of a giveaway to boost content and engagement.
  - Cameron shared that the PR focus was on awards (ie: Top 10 LA Beach) to get Redondo on the map.
3. PS&M presented a budget & marketing plan proposal for 2020-21.
- The proposal was discussed and reviewed in detail to understand each line item.
  - Media/Ad, Social Media & Booking Incentive have all increased from prior year, PSM agency fees have declined by -10%
  - The Board would like to review the proposal in detail and vote at the next meeting.
  - Rebecca made a motion to approve \$50K spend for PSM to cover 1 month to allow Board time to review media, marketing plan and contract. Michael Murray seconded, and the item passed.
4. Update on CVENT marketing options was continued to the next meeting.

## **VI. Informational Items**

1. Update on Collections

- Board Advisor Laurie Koike noted the monthly, Dec \$41,470.83 and Kasi has received. Michael asked if all hotels were remitting, and Laurie confirmed they were.

**VII. Miscellaneous Items**

1. Set Next Meeting

- Rebecca Elder mentioned that the Board could consider moving to bimonthly meetings after March and allow 2 hours to review reporting if they wanted. The Board will consider when setting the next meeting after March. Rebecca Elder made a motion to approve the next meeting on March 16 at Shade, Kasi Iacono seconded.

**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.