

# Redondo Beach Travel and Tourism

## Board of Directors Meeting

### Minutes

Monday, March 18 at 9:30am

The Redondo Beach Hotel at 400N. Harbor Drive, Redondo Beach 90277

#### Present:

1. Rebecca Elder, Board Chair
2. Stacey Rivera, Board Secretary
3. Kasi Iacono, Board Treasurer
4. Laurie Koike, Advisor
5. Sandra Vivas, Vice Chair
6. Jan Drumright
7. Raechel Prochnow

#### I. Welcome and Call to Order

Board Chair Rebecca Elder called the meeting of the Board of Directors to order at 9:31am.

#### II. Approval of Minutes

The minutes from the Board of Directors Meeting held on February 19<sup>th</sup> were reviewed and considered. Board Chair Rebecca Elder called for a motion to approve the minutes, and Sandra Vivas seconded. A vote was held, and the motion carried as follows: Aye – 7, No – 0, Abstain – 0. Board Secretary Stacey Rivera signed off on the February 19<sup>th</sup> Meeting minutes.

#### III. Approval of Financials

Kasi Iacono, Board Treasurer routed and reviewed the updated financial report. Board Chair Rebecca Elder spoke to the allocations in detail, including the first payment posted for PS&M. Board Chair Rebecca Elder called for a motion to approve the financials. Sandra Vivas, Vice Chair so moved and Kasi Iacono, Board Treasurer seconded. A vote was held, and the motion carried as follows: Aye – 7, No – 0, Abstain – 0.

#### IV. Public Comment

Board Chair Rebecca Elder opened for public comment at 9:34am. No public comments were made.

#### V. Action Items

##### 1. Code of Conduct

Board Chair Rebecca Elder called for a motion for a continuation of the review and adoption of a new Code of Conduct. A vote was held, and the motion carried as follows: Aye – 7, No – 0, Abstain – 0.

##### 2. CVENT

At 9:51am Rebecca Elder, Board Chair dialed in Audrey Bascio of CVENT to conduct a presentation for the RBTT Board remotely. Rebecca opened the call by asking Audrey to hone in on hotels with smaller event spaces. Audrey showed stats for 10 to 1,000 rooms on CVENT

Group platforms. She then reviewed a slide on Group RFPs, which included comp set information. Audrey then presented an LA statistic of 61%, as the percentage of all leads gained in the Los Angeles area. Of those leads, Audrey explained Redondo Beach receives 5% of them. She then reviewed unique planner organizations and showed the RBTT Board a slide on their "meeting planner buying cycle".

Audrey then reviewed how a meeting planner search through Google would appear, along with search results. She then pointed out Ad placements and navigated through the CVENT platform on-line, as a planner would. The RBTT Board then reviewed LA's profile and the assigned territory. Next, Audrey Bascio advised how you can load several attractions to appear on search results. She also reviewed the CVB copy feature to ensure the planner has the ability to reach out to additional destinations.

Subsequently, a review of Redondo Beach's CVENT performance, since we dropped our previous bundle was reviewed and discussed. Audrey advised the RBTT Board of the previous bundle with a 2 diamond listing with 1 banner ad. Audrey's recommendation to the RBTT Board is 2 banner ads. It was then said that the additional banner ad will help Redondo shift share from other cities.

Lastly, Audrey Bascio showed the newest proposal which would be effective 4/1/19 to 3/31/2020. The total amount presented was \$12,204.00, which includes the 1 diamond listing for \$9,378.75. End of presentation at 10:16am.

Board Chair Rebecca Elder called for a motion to approve the CVENT proposal. Stacey Rivera so moved and Sandra Vivas seconded. A vote was held, and the motion carried as follows: Aye – 7, No – 0, Abstain – 0.

## **VI. Informational Items**

### *1. TMD Collections Update*

Board Chair Rebecca Elder then turned the meeting over to Advisor Laurie Koike. Advisor Laurie Koike informed the RBTT Board of Directors of the current total of \$44,695 collected. She then stated she is working with the Deputy City treasurer on a few payments and is expected to go to City Council on March 19<sup>th</sup>.

### *2. PS&M Update*

Board Chair Rebecca Elder shared, PS&M have began photography. She also stated that PS&M has been provided with a flash drive with passwords, used previously by the RB Visitors Bureau. Advisor Laurie Koike asked if Civitas reviewed the contract. Board Chair Rebecca Elder replied stating that with the \$500 expense line, she went with Noble House Legal instead, who reviewed our updated PS&M contract.

### *3. Expedia Digital Campaign*

Board Chair Rebecca Elder informed the RBTT Board the Expedia digital campaign is now live. Links: [screenshots](#), [landing page](#)

She presented the landing page via projection to the RBTT Board. Board Chair Rebecca Elder reviewed the banner ad component and explained how this will increase exposure for Redondo Beach. Rebecca reminded us that this is a 2-month campaign that is a pay-per-click ad and funds can be re-allocated to meet budget as needed.

Board Treasurer, Kasi Iacono asked what other cities would appear in our search. Rebecca showed the RBTT board that Orange County and Los Angeles would show. Board Chair Rebecca Elder then went on to show how each hotel is listed by star rating. During the presentation, the RBTT Board members pointed out Shade and Homewood hotels were missing. Rebecca e-mailed her contacts to have this corrected.

(Redondo Campaign Performance Report 3-21-19 attached).

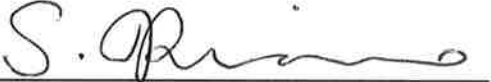
**VII. Miscellaneous Items**

*1. Next Meeting*

Laurie Koike, Advisor suggested a particular day of week be selected and used monthly. The RBTT Board of Directors discussed and agreed on the 3<sup>rd</sup> Monday of every month at 9:30am. Board Chair Rebecca Elder announced the next RBTT Board of Directors meeting be scheduled for Monday, April 15, 2019 at 9:30am. Vice Chair, Sandra Vivas volunteered Shade Hotel as the host hotel for this meeting.

**VIII. Adjournment**

With no further business to report, Board Chair Rebecca Elder closed the meeting at 10:32am.

 4/15/19

Stacey Rivera, RBTT Board Secretary

**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.