

Redondo Beach Travel and Tourism

Board of Directors Meeting

Minutes

Monday, April 15, 2019

The Shade Hotel at 655 N Harbor Dr, Redondo Beach, CA 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. Rey Rodriguez

Guests:

1. Mayor, Bill Brand
2. Daniel Martin, PSM Communication Arts
3. Mark Paolucci, PSM Communication Arts

I. Welcome and Call to Order

Board Chair Rebecca Elder called the meeting of the Board of Directors to order at 9:33am.

II. Approval of Minutes

The minutes from the Board of Directors Meeting held on March 18th were reviewed and considered. Rey Rodriguez called for a motion to approve the minutes, and Sandra Vivas seconded. A vote was held, and the motion carried as follows: Aye – 6, No – 0, Abstain – 0. Board Secretary, Stacey Rivera signed off on the March 18th Meeting minutes.

III. Approval of Financials

Kasi Iacono, Board Treasurer routed and reviewed the updated financial report with balance of \$146,820. This report included the most recent payment made to PS&M. A deposit for the recent assessment collection is due this week. Board Chair Rebecca Elder called for a motion to approve the financials and Stacey Rivera, Board Secretary seconded. A vote was held, and the motion carried as follows: Aye – 6, No – 0, Abstain – 0.

IV. Public Comment

Board Chair Rebecca Elder opened for public comment at 9:37am. Mayor, Bill Brand addressed the RBTT Board of Directors about presenting his initiatives to host the Olympic Open Water Swim 10K. Board Chair Rebecca Elder called for a motion to approve an extension of time for the Mayor.

Mayor, Bill Brand showed the RBTT Board a video that promoted support for Redondo Beach hosting the Olympic Swim event in 2028. Mayor, Bill Brand explained that Redondo Beach has the parking and space to be an ideal venue for this event. He went on to describe the first open water swim event held last year. This event was said to have brought in over 500 people.

Next, Mayor, Bill Brand showed the RBTT Board another video. This video was about the open water swim event in the previous year with over 500 swimmers. He informed the RBTT Board of

the next Open Water Swim in Redondo Beach, this coming July. Mayor, Bill Brand then shared his experience at the World Open Water Swim Association Summit. He went onto share his meeting with Steve Munatones and Bryce Elser on a tour of Redondo Beach. Mayor, Bill Brand then showed a group photo of them in Redondo Beach.

Mayor, Bill Brand discussed the upcoming event on October 5th, and ask the hotels to open some guest rooms when they come to get sanctioned. He also mentions this event could draw in some dignitaries, with 1,000 out of town guests.

Board Chair Rebecca Elder called for a motion to approve Open Water Swim to the next Agenda and Rey Rodriguez seconded. A vote was held, and the motion carried as follows: Aye – 6, No – 0, Abstain – 0.

V. Action Items

1. Code of Conduct

Board Chair Rebecca Elder distributed the newest version of the Code of Conduct. Upon review Sandra Vivas, Vice Chair inquired about a designated spokesperson. Daniel of PS&M then stated that this would not generally come from their team. Rebecca Elder added that a city relations situation should come from the mayor's office. Mayor Brand agreed with this. Daniel then stated he would bring any of those opportunities directly to the RBTT Board. Rebecca Elder then designated herself as the spokesperson.

Board Chair Rebecca Elder called for a motion to approve Finalized Copy of Code of Conduct to the next Agenda and Sandra Vivas, Vice Chair seconded. A vote was held, and the motion carried as follows: Aye – 6, No – 0, Abstain – 0.

2. Marketing Update

PS&M provided an update on their progress with the Redondo Beach campaign. Daniel Martin began by presenting the 1st draft of "Who is Redondo Beach?", with a review of the current assets (videos & pictures). He explained that some images will make the final cut and others are considered "story board" to show their direction that speaks to the story of Redondo Beach. When showing the presentation, he explained how they are paying homage to the history of Redondo using historical photos. Next, we reviewed the stakeholder interviews with key words shared about Redondo. Daniel Martin also reviewed some of the misperceptions of Redondo Beach as discussed in the stakeholder interviews.

As Daniel Martin moved through his presentation, he also review the "brand pillars" relaying key message points. Examples of the brand pillars Daniel reviewed:

- Authentic So. Cal. Beach Town
- Immediate Relationship to the Sea
- Easy Access
- Inspiring Mix of Business & Pleasure
- Abundance of Beach Life

Daniel then spoke to the positioning and reviewed slides with imagery. A logo study was then displayed. With that he showed a proposed new logo for the RBTT. He then reviewed various tag lines. The importance of promoting the Beachlife Festival on the new website was then discussed.

Lastly, Daniel Martin showed the RBTT Board a video PS&M created with music from The Beach Boys. At the end, Mayor Brand provided some feedback. His feedback included his thoughts on the logo and “instant local” and stated, “you guys are on the right track”. He also mentioned the word “tradition” could added and the history and of Redondo’s outrigger racing culture and the fact that Redondo was once a major port.

Daniel Martin than spoke about budget recommendations and stated \$15K would be an appropriate flat buy. This was presented as a highly discounted rate for the RBTT Board to have the rights to the presentation. Advisor, Laurie Koike then asked about “Live List”. Board Chair, Rebecca Elder then requested that a number of click throughs be provided. She also suggested that the website for Beachlife be built out before we miss our opportunity.

Board Chair Rebecca Elder called for a motion to approve a direct stream for Beachlife on the insertion order. Rey Rodriguez seconded. A vote was held, and the motion carried as follows: Aye – 6, No – 0, Abstain – 0.

3. *CVENT Update*

Board Chair Rebecca Elder called for a motion to continue item #3 for the *CVENT Update to the next Agenda*. Additionally the RBTT Board agreed upon creating a subcommittee for CVENT. Kasi Iacono, Board Treasurer seconded. Sandra Vivas, Vice Chair and Rey Rodriguez volunteered for the subcommittee. A vote was held, and the motion carried as follows: Aye – 6, 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 routed reports and informed the RBTT Board of Directors of the current total of \$137,980 collected. She then stated all hotels have been paying on time.

2. *Expedia Digital Campaign*

Board Chair Rebecca Elder informed the RBTT Board the Expedia digital campaign is currently at an \$11K ad spend to date. This includes 1 million impressions, with a 16.7% return. Rebecca went on to explain Redondo Beach room nights are up 9.9% YoY, which is unheard of. Rebecca Elder then discussed the ability we have to target LOS (length of stay) for future campaigns. This was described as a way to make more granular decisions.

VII. Miscellaneous Items

1. *Next Meeting*

The upcoming May meeting will be held the 3rd Monday, at 9:30am. Board Chair Rebecca Elder announced the next RBTT Board of Directors meeting be scheduled for Monday, May 20, 2019 at 9:30am. The host hotel will be The Portofino.

VIII. Adjournment

With no further business to report, Board Chair Rebecca Elder closed the meeting at 11:17am.

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.