

Redondo Beach Travel and Tourism

Board of Directors Meeting

Meeting Minutes

Monday, April 20, 2020 at 9:30 am

Attendees: Rebecca Elder, Kasi Iacono, Sandra Vivas, Raechel Prochnow, Michael Murray, Jan Drumright, Laurie Koike & Elizabeth Hause, Daniel Martin, Cameron Esteps

I. Call to Order

Board Chair Rebecca Elder will call to order the RBTT Board of Directors Meeting. Roll call was taken and the following attendees were present: Rebecca Elder, Kasi Iacono, Sandra Vivas, Raechel Prochnow, Jan Drumright, Laurie Koike & Elizabeth, Daniel Martin, Cameron Esteps

II. Approval of Minutes

Review and approve the Meeting Minutes

- Minutes from the March 16, 2020 meeting had a motion from Rebecca Elder to approve; Sandra Vivas seconded. A vote was held asking for any opposed, there were no 'nay' votes. The motion passed.

III. Approval of Financials

- Disbursement check of \$8,000.00 has been received. Financials were provided & reviewed by Kasi Iacono, Treasurer. Rebecca Elder made a motion to approve and file, Sandra Vivas seconded. A vote was held asking for any opposed, there were no 'nay' votes. The motion passed.

IV. Public Comment

Board Chair Rebecca Elder opened the meeting to public comment for all items on or not otherwise on the Agenda, no public was present and public comment was closed at 9:42 am.

V. Action Items

1. IRS late filing notice
 - Extension until July has been confirmed for 2019 filing due to COVID19. 2018 was paid late due to a misunderstanding of the due date (our formation versus fiscal year end). A \$4500 fee was assessed and is being disputed with the IRS, and we have received confirmation that it will likely be waived once we submit a letter of explanation. The tax professional assisting us is 'non essential' and not currently working due to COVID19 so we will reach out once he is back to work.
2. Discuss of impact of Coronavirus with Assistant City Manager, Mike Witzansky
 - General feeling Nov/Dec and into Jan will be soft months with estimated 30% normal for July/August/ Sept/Oct, 50% of normal starting in Nov through Feb 2021. March 2021 estimated at 70% of normal.
 - Drive market will become the main focus for the impact on recovery
 - TOT will come in at about half than expected

- Exploring new segment options: Airline, drive market within 4 hours

3. PS&M Marketing Update

- Daniel Martin reviewed new marketing options:
 - i. Email campaign with appropriate messaging, PS&M will do dialed back spending options in April/May
 - ii. PS&M to contact Expedia for information on packages and terms, focus on drive markets once travel resumes
 - iii. Funding to help hotels is important now-ideas include RBT funded buy 3, 4th night free
- Website analytics: set aside advertising monies to make them work better at a later date.
- We will ramp up to restore digital marketing efforts starting Memorial Weekend, soft posts with sensitive messaging.

VI. Informational Items

1. Update on Collections

- Board Advisor Laurie Koike updated the RBTT Board of Directors on collection efforts for February which totaled \$18,870.91.

VII. Miscellaneous Items

1. Set Next Meeting

- Board Chair Rebecca Elder confirmed the next meeting on May 18 as a telephonic meeting.

VIII. Adjournment

Board Chair Rebecca Elder adjourned the meeting at 10:16a, 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.