

Redondo Beach Travel and Tourism

Board of Directors Meeting

Meeting Minutes

Monday, May 18th, 2020 at 9:30am
Conference Call - dial in 720.835.5596 id 26558

Attendees: Rebecca Elder, Kasi Iacono, Raechel Prochnow, Jan Drumright, Laurie Koike, Daniel Martin, Cameron Estes, Melissa Alvarez.

I. Call to Order

Board Chair Rebecca Elder will call to order the RBTT Board of Directors Meeting.

II. Approval of Minutes

Review and approve the Meeting Minutes

- Minutes from the April 20th meeting were routed to the RBTT. Michael Murray was added to the attendee's, the 2 lines regarding voting under the attendees were removed and the amount was added to February disbursement. Rebecca Elder made a motion to approve and file; Raechael Prochnow seconded. A vote was held, no opposed – motion carried.

III. Approval of Financials

Review and approve Financials was provided by Kasi Iacono, Treasurer

- Raechael Prochnow made a motion to approve and file; Jan Drumright second. A vote was held, no opposed – motion carried.

IV. Public Comment

Board Chair Rebecca Elder opened public comment at 9:38 am. Mickey Marraffino provided an update on King Harbor Association – she is working on Covid19 and keeping the website updated with restaurants that are open. She is also working on a blood drive on 6/30. Public comment was closed at 9:39am

V. Action Items

1. PS&M revised marketing plan

- Approval of short-term creative campaigns and budgets
 - i. Cameron Estes provided updates on May website and video gallery. ARES display ads were created and going to go live this month. Event Calendar functionality has been created; Cameron will send screenshots. Function will not go live on the site until travel has returned and will show sensitivity to acceptable social events/functions with social distancing restrictions.
- Cameron reviewed the May digital spend proposal and noted that the March media that we purchased and paused was allocated toward the May spend. The June plan was presented with spend allocated across digital platforms. There was a discussion of Expedia marketing options, both Rebecca Elder and Kasi Iacono stated that they proposed an LA Co-op Campaign versus a Destination campaign. Cameron agreed that the best return metrics had been seen on the LA Co-Op, and said that he wanted to get more info on the Visit California campaign. Rebecca Elder

made a motion to approve and file; Rachel seconded. A vote was held, no opposed – motion carried.

- PSM monthly fee was discussed. Rebecca Elder made a motion to approve and file June/July spend; Kasi Iacono seconded. A vote was held, no opposed – motion carried.

VI. Informational Items

1. Update on Collections

- Board Advisor Laurie Koike advised that the March disbursement was up for City Council approval at \$39,369.21.

VII. Miscellaneous Items

1. Set Next Meeting

- Board Chair Rebecca Elder confirmed next meeting date of Monday, June 8, 2020 to allow for a quorum of the Board.

VIII. Adjournment

Board Chair Rebecca Elder adjourned the meeting at 10:27 am 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.