

Redondo Beach Travel and Tourism

Board of Directors Meeting

Minutes

Monday, May 20th 2019

The Portofino Hotel at 260 Portofino Way, Redondo Beach 90277

Present:

1. Rebecca Elder, Board Chair
2. Stacey Rivera, Board Secretary
3. Kasi Iacono, Board Treasurer
4. Rey Rodriguez
5. Sandra Vivas, Vice Chair
6. Jan Drumright

Guests:

1. John LaRock, City of Redondo
2. Daniel Martin, PSM Communication Arts
3. Scott, Experience Manager at REI
4. Vahik Gregorian
5. Tommy Lee, Best Western
6. Jeff Perkins, Portofino GM

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 April 15th 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 – 6, No – 0, Abstain – 0. Board Secretary Stacey Rivera signed off on the April 15th Meeting minutes.

III. Approval of Financials

Kasi Iacono, Board Treasurer routed and reviewed the updated financial report. Kasi stated the balance is currently at \$240,308, and March payment has been collected. Board Chair Rebecca Elder called for a motion to approve the financials. Sandra Vivas, Vice Chair so moved and Rey Rodriguez 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 9:35am. Scott with REI introduced himself as the Experience Manager at REI. He informed the board of what they offer which included Kayaking, cycling, paddling and climbing. Scott offered his assistance to our hotel guests and extended his e-mail address as a resource. sammons@rei.com John LaRock then added the city has been working with REI on a boat slip project. Public comment closed at 9:39am.

V. Action Items

1. Review of Beachlife Festival

Jan Drumright shared frustration from brides who booked space prior to the announcement of the festival. Sandra Vivas, Vice Chair stated a stop sign for the bike bath (during the event) would have been helpful. Jeff Perkins informed the board about people squatting on the sidewalks and crossing back & forth in the bike paths. Rebecca Elder, Board Chair mentioned the talent was booked at the Terranea Resort. Kasi Iacono, Board Treasurer shared the challenge they faced with bus parking. Stacey Rivera, Board Secretary stated she had several guests in-house from the older generation who were pleasant and fond of the performances. Stacey Rivera also shared the addition she made to hotel parking, which proved helpful and profitable. John LaRock said there could have been improvement to private security and better control of the public right of way. John also shared there will not be a 3-day festival in the Fall and dates for the next May festival will be released the first week of June.

2. Co-Sponsorship Opportunity for City Walking Map

Vahik Gregorian addressed the board. Vahik stated he would personally handle the printing of the map to produce savings. Vahik suggested Make Ward may be able to assist with the graphic design. The board discussed the possibility of having a bar code created, and an overall interest was agreed upon. Vahik then noted that he would reach out to Jeff Ginsburg.

Board Chair Rebecca Elder called for a motion to approve adding Co-Sponsorship Opportunity for City Walking Map to the next Agenda. Stacey Rivera, Board Secretary so moved, and Rey Rodriguez seconded. A vote was held, and the motion carried as follows: Aye – 6, No – 0, Abstain – 0.

3. Code of Conduct

Board Chair, Rebecca Elder routed the newest version of the Code of Conduct and asked that each board member read and sign it individually. Board Secretary, Stacey Rivera collected each signed copy.

4. Expedia Campaign

Rebecca Elder, Board Chair reviewed the stats of the Expedia campaign with the RBTT board, along with a power point presentation. She shared there were 1.8 million impressions with 449 clicks. Room nights were up 8.7% with bookings up 6.9%. Rebecca shared no other sub market is seeing that level of growth. She went on to explain how this indicates that Redondo Beach has shifted share from the sub markets. She further explained the typical LOS (length of stay) was seen a 1 to 2 nights. Rebecca also noted that the 2-star hotel converted the highest. She recommended for future campaigns that we breakout by geo targets. Board Treasurer, Kasi Iacono inquired about how the banners work. Rebecca described the banners as a way Expedia drives traffic and shows our reach.

Board Chair Rebecca Elder called for a motion to approve a Summer Expedia campaign for 6/15 to 9/15. Sandra Vivas, Vice Chair so moved and Stacey Rivera, Board Secretary seconded. A vote was held, and the motion carried as follows: Aye – 6, No – 0, Abstain – 0.

VI. Informational Items

1. PS&M Update

Daniel Martin explained PS&M's continued focus on the key characteristics that speak to Redondo. He was on to state the preliminary landing page was launched prior to the Beachlife event. Daniel then showed the board the videos used to stream during Beachlife Festival. He further explained there was no cost to the RBTT Board for this exposure, because the streaming did not work as we originally contracted.

Daniel then distributed an outline that covered completed efforts and also a 2019 Media Schedule with costs. He then went on to say he is planning on routing a full outline with the strategic marketing plan next week.

Next, Daniel asked the RBTT board about collecting historical info on our guest's stay such as length of stay, zip codes etc.. Board Chair, Rebecca Elder spoke to this being vital information to leverage different campaigns, specifically targeting different segments.

Daniel informed the board of his plan to have the new website built out by 6/30, and to achieve that goal he is requesting more info from each of the hotels. He went on to share the goal is to retain a follower base and build up. Daniel also stated 60% of the total budget related to ad spend. With that, he further commented the media plan is to balance both leisure and business traveler. He then shared the linear goal of high-level targeting to ensure direct guest bookings.

Daniel expressed not wanting to compete for key words and used the LAX corridor as an example. Daniel explained to the board his thoughts on spending more time and money on BING search engine (as opposed to Google). He stated BING has 10% of the market that converts at a high level with more efficiency than Google.

He then talked about his plan to re-target guests that already visited the hotel's individual websites. Rey Rodriguez said his hotels would not be able to share this info. Rebecca Elder, Board Chair then also said her hotel company already does something similar. Stacey Rivera, Board Secretary agreed and said it was the same with her hotel company. Daniel stated PSM would not retarget, so they did not compete with the hotel efforts.

Daniel then shared with the board his plan to launch the ad campaign that will include our story and vignette pieces. He then shared the current language being used such as "classic California" and "instant local". He then expressed he wanted to do a story on the business traveler, with secondary efforts including Fam Trips.

September was discussed as the target for the Fam Trip. This would meet our core demographic to "eat, drink and stay". Daniel then suggested we do another Fam Trip towards the end of the year. He stated he would send out a \$71K spend proposal to Becca. Daniel then went on to discuss a secondary ad buy with the board, such as Expedia, LA times, etc..

Rebecca Elder, Board Chair asked for preliminary PPC results on a monthly basis. Daniel agreed to this and stated he would use "Tab Clicks", which is an open source and board members would have logins to view stats on demand. Rebecca then noted the \$3K per month for social media had not started yet, and thus not been billed. Board Treasurer, Kasi Iacono then asked if the Spring Expedia campaign is done. Rebecca stated this will end 5/30.

Daniel then touched on the importance of localized efforts to attract tourism. Rey Rodriguez asked how much traffic Daniel saw from the Beachlife videos. Daniel stated there was very little because the technology did not work as anticipated on the beachlife side.

Vice Chair, Sandra Vivas asked about attending the GBTA Convention in Chicago this August. She suggested the board start looking at travel trade shows and purchasing a booth.

2. John LaRock, City of Redondo

John reminded the RBTT Board about the upcoming Open Water Swim event on Sunday, October 6, 2019. John stated this would be preceded by awards and events in Ventrans Park. John explained the 10K will go around the peninsula and back. He described this as an opportunity to attract future events, and potentially the Olympics, which are currently in Long Beach. He then informed the board Mike Ward and Rick Crump will assist with the event.

VII. Miscellaneous Items

1. Next Meeting

Board Chair Rebecca Elder announced the next RBTT Board of Directors meeting be scheduled for Monday, June 17th, 2019 at 9:30am. Board Secretary, Stacey Rivera volunteered The Redondo Beach Hotel as the host hotel for this meeting.

VIII. Adjournment

With no further business to report, Board Chair Rebecca Elder closed the meeting at 10:59am.

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.