

# Redondo Beach Travel and Tourism

## Board of Directors Meeting

### Meeting Minutes

Monday, August 16, 2021 at 9:30am  
Conference Call - dial in 720.835.5596 id 26558

Attendees: Rebecca Elder, Kasi Iacono, Laurie Koike, Daniel Martin, Chanelle Dayrit, Cameron Esteps

#### 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
  - Rebecca Elder made a motion to approve & file minutes, Kasi Iacono seconded. A vote was held, no opposed and the motion passed.

#### III. Approval of Financials

Review and approve Financials provided by Kasi Iacono, Treasurer

- Rebecca Elder made a motion to approve & file minutes, Kasi Iacono seconded. A vote was held, no opposed and the motion passed.

#### IV. Public Comment

Board Chair Rebecca Elder will open the meeting to public comment for all items on or not otherwise on the Agenda. 9:33

#### V. Action Items

1. Vacancies on the Board
  - Discussion of 3 open positions, nominate and vote on replacements (if available)
    - i. Rebecca Elder to do outreach to the North Campus hotels and Redondo Beach Hotel to identify new GM/DOSM's as possible Board candidates. Shade hotel position is still open, but they plan to retain their seat.
2. PS&M marketing plan
  - Discussion/Approval of new marketing
    - i. 'Center of it All' and 'Beach Launch Pad' approach with eye on more general travel in light of seasonal change and new restrictions/Delta variant concerns. Rebecca Elder and Kasi Iacono agreed with the new direction and felt it prudent as the booking window was longer in summer, and travelers are planning further in advance.
      1. New imagery and creative included in the budget
    - ii. BeachLife sponsorship was fully paid in 2020; PSM previously believed that only half had been invoiced. Surplus can be reallocated into the 2021 FY budget. Only 2 Expedia campaigns were budgeted, this surplus provides the opportunity to fund a third campaign.

- Discussion of marketing plan, social media program, radio campaign, CTV
  - i. Sept budget was presented with an increased spend in digital marketing that reflects the projected collection increase based on the TOT projection
  - ii. Connected TV shifting to Business & Event Interest Targeting for September as staycation demand shifts. Not specific to meetings & events, just including imagery that can evoke different types of travel (briefcase etc...).
  - iii. Addition of 2hour flight markets in digital targeting. Kasi Iacono asked about the shift in travel with summer ending and whether budget should be adjusted. Discussion amongst the group, and decision was reached to start flight market in October versus September
    - 1. Rebecca Elder made a motion to approve September budget, Kasi Iacono seconded. A vote was held, no opposed and the motion passed.
  - iv. Discussion of Q4 Expedia campaign
    - 1. Rebecca Elder made a motion to approve \$22K spend for Q4, Kasi Iacono seconded. A vote was held, no opposed and the motion passed.
- Daniel Martin reviewed the projected 2021-2022 FY budget
  - i. Budget reflects a 13% increase that correlates with the City of RB's projections and more aggressive digital outreach
  - ii. Content Creation and Website Services reflect a decrease from prior year
  - iii. Social media content/posting increased due to strong engagement and organic returns
  - iv. Ad buy line item went up \$40K, \$20K of which includes an additional Expedia campaign due to strong return on ad spend
  - v. Connected Television summer campaign is \$26K
  - vi. Social Influencer buyout budget increased by \$16K
  - vii. Third night free was removed from this draft as funds were not used last year, but Board is welcome to return it depending on needs
- Review of Creative Updates
  - Review of media planning & approve July spend
  - Review of Organic Social Media
  - Review of Monthly Digital Analytics

## **VI. Informational Items**

1. Update on Collections
  - Board Advisor Laurie Koike will update the RBTT Board of Directors on collection efforts
    - i. June collection will be approved at the Council meeting tomorrow \$41,305.03

## **VII. Miscellaneous Items**

1. Set Next Meeting
  - Board Chair Rebecca Elder will confirm next meeting date, along with a decided location.
    - Sept 20<sup>th</sup> virtual meeting

## **VIII. Adjournment**

Board Chair Rebecca Elder will close the meeting, 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.