

Redondo Beach Travel and Tourism

Board of Directors Meeting

Monday, September 16th at 9:30am

Portofino Hotel & Marina 260 Portofino Way, Redondo Beach, CA 90277

Present:

1. Rebecca Elder, Board Chair
2. Sandra Vivas, Vice Chair
3. Kasi Iacono, Treasurer
4. Laurie Koike, City of Redondo Beach

Guests:

1. Daniel Martin, Cameron Estep, PMS Communication Arts
2. Jeff Perkins Portofino Hotel and Marina

I. Call to Order

Board Chair Rebecca Elder called the meeting of the Board of Directors to order at 9:32 am. At this time Rebecca and board attendees determined that there was no quorum for the board to approve any pending or future items on the agenda.

II. Approval of Minutes

The minutes from the Board of Directors Meeting held on August 19th was not approved due to quorum.

III. Approval of Financials

The financials were reviewed but financials were not approved due to quorum.

IV. Public Comment

Board Chair Rebecca Elder opened for public comments at 9:42. No public present closed at 9:42am.

V. Action Items

Action items were discussed but no action was taken for approval. Items with deadlines added to special meeting agenda.

1. Co-Sponsorship opportunity for city walking map presented by Jeff Ginsburg.
Jeff Ginsberg emailed Rebeca Elder to request for a continuance to the October meeting as he is still working with the Pier Association. RBT is waiting for pricing and final map inclusions as Jeff works on partnerships.

2. PS&M Communications

Daniel Martin said that the sun finally came out and after many attempts to film the Redondo Beach hotels the project was finally completed. The assets added to the RBTT tourism website included video and photography with the use of still camera and drone footage. The videos were done with very high definition. The stills can be captured to convert into high definition photos. The shoot included hotel room experience so there is more for visitors to view besides the outdoors. Andrew with PS&M stepped in to assist with the models/subjects since the weather did not allow for much advance planning. Some of the models were friends and family. Daniel added that the second part of the video was focused on family leisure. The next step will be to fill out the content on the website. He will start sending out data to the properties for them to fill in their business data. September update included integrations of the website and photography assets.

3. World Open Water Swimming

Cameron Estep from PSM indicated that the WOWSA partnership has started. PS&M social media team will target Manhattan Beach during hometown fair.

Beach Life Festival action items has been moved to next board meeting.

Attendees requested additional information about talent line up, in addition to specific use of Beach Life Branding. Proposed Beach life Festival investment of \$38, 000 was discussed. PSM will follow up with new proposal.

Cameron Estep with PSM discussed influencer scheduled in the month of October. The micro influencers theme will be 'a day in the life' at hotels and local eateries/the pier. The influencers will not be compensated, and their audience consists of world travelers, staycations, local base. Roamaroo the award-winning travel blog couple are schedule to stay at some of the properties. October 17- 18th will be focused on micro influencers. The 24th and 25th will be focused on family the content will be editorial. Portofino and Shade Hotel will be venues for the influencers. Rebecca inquired if the we could repost the talents postings. Daniel added that PSM will share the contents but the groups should already be following these influencers. Additionally, Redondo Beach Tourism is the primary beneficiary of the post.

Cameron Estep updated the new ARES booking engine. Anyone visiting the Redondo Beach Tourism can now book the hotels directly. The new site will reduce the number of clicks being done outside of the website. All the contents were finalized ten days ago (10). Daniel Martin added that on October 01st ARES will be presented to all the hotels. Each property should review their data to verify the contents. PS&M will add a deadline for the review to be completed. Daniel Martin provided additional information about the benefits and features of ARES booking engine.

As most of you know, we have contracted an agreement with aRES to develop and integrate our own direct booking engine into the RBT website. For those of you who aren't aware, not only will this allow us to track all RBT efforts to each specific hotel, thus establishing a specific dollar amount to our ROI and identifying the effect on each hotels bottom line, but it will also allow us to operate under the same premise of Expedia, Hotels.com, etc. where consumers have access to book all of the wonderful places to stay in Redondo in one place.

Here is how the booking engine will appear on the homepage when taken live: <https://www.redondobeach.psmstage.com/>

By clicking search: you will be taken to: booking.redondobeachtourism.com which lists all the hotels that are currently connected to GDS, please note that there are two RBT hotels that are not currently connected to GDS thus not showing.

Moonlite Inn & Pacific Coast Inn are those two. But Peter and Dinesh, there is still an option to access and update manually through aRES' intranet. Please let me know if you have any interest in the manual update and I will have them generate the appropriate log-ins for each of you to do so.

Also, please note that the phone number will be removed from the full hotel list prior to launch. As you can see from the links above clicking on the specific hotel on either the homepage or the full hotel list booking page will take you directly to each hotel specific booking page, all still hosted on the RBT site. For those that are listed on the full booking page, the homepage links will remain the same (linking to booking page on each hotel's website) until enrolled into the aRES manual intranet system.

Daniel Martin inquired about the special meeting to discuss the presentation to the city. The scheduled presentation date with the city is October 15th, 2019. Rebeca Elder has met with PSM to review the presentation. Daniel inquired about the presentation format to the city.

Rebeca Elder board chair called a special meeting on over the phone. After reviewing the by-laws, it was determined that it was acceptable for board members to call a special meeting within 24 hours' notice. The meeting was scheduled to be conducted phone on September 18 at 9am.

4. Annual Report

A special meeting was called for target day October 02, 2019 but it was still to be determined. Rebeca inquired if it would be beneficial for Civitas to conduct the first marketing presentation to the city. Rebeca Elder agreed to reach out to civitas for a quote and to confirm their availability to take on the project since it had a short deadline.

5. Replacement of Board Secretary position

No update available, Rebecca Elder will reach out to Stacey Rivera for more information and provide an update at next meeting.

VI. Information items

All approval moved to next meeting date due to quorum.

VII. Adjournment

With no further business to report, Board Chair Rebecca Elder closed the meeting.



Redondo Beach Tourism – September 2019

KEY SEPTEMBER MILESTONE UPDATES

- Branded Photo & Video Shoot Complete
- WOWSA Sponsorship Launched
- Social Media & PR Outreach Efforts
 - o Micro-Influencer Detailed One-Sheet – October 17th to 18th
 - o PR Editorial FAM Trip One Sheet – October 24th to 25th
 - o High Profile Social Partnerships
 - James Asquith – 9/27- 10/1
 - Roamaroo – 10/3-10/4
- aRes Contract Signed – October Launch
- City Council Presentation 10/15
 - o Board Preview Presentation – TBD

ANALYTICS & REPORTING

- New Hotel Specific Analytics Available
- Friday Reporting
- Expedia Wrap-Up Reports Sent
- Monthly Revenue and TOT Audit – Updated 2017 to May 2019 – ***New Update in October-***

ACTIVE CAMPAIGNS

- October Social Media Planning
- Leisure & Business Integrated Campaigns
 - o See Media Plan
 - o YouTube.com – Launches ASAP with Final Video Assets
- Website Updates
 - o aRes Integration
 - o New Photo/Video Integration
 - o BLOG Integration- SEO specific efforts







































Social Media Content Calendar OCT 2019

Suggested scheduled posts aligned with PR Goals and Objectives. Spontaneous posts, newsworthy updates, articles, lifestyle and photos on-site will post in real time. Redondo Beach social includes Facebook & Instagram.

Location of Redondo Beach will be automatically geo-tagged unless otherwise stated. Anything with 2 or more images will be a carousel.

DATE	FACEBOOK COPY	INSTAGRAM COPY	IMAGE
10/1 TUES 11AM	<p>It may be autumn, but it's always beach season here. Plan your next trip to Redondo Beach to keep your wave season rolling.</p> <p>#LinkinBio http://bit.ly/RBTourism</p>	<p>It may be autumn, but it's always beach season here. Plan your next trip to Redondo Beach to keep your wave season rolling.</p> <p>#LinkinBio http://bit.ly/RBTourism</p> <p>#exploreredondo #travelredondo #redondobeach #redondopier #californiacoast #traveltuesday</p>	 <p>https://unsplash.com/photos/vHUX_Bos</p>



10/2
WED
9AM

WOWSA Ocean Fest is happening this weekend from Oct 5-6! Be sure to get your tickets today before they run out at <http://bit.ly/WOF2019-RBT>

Tag: [@oceanfest2019](https://twitter.com/oceanfest2019)

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Tag: [@oceanfest2019](https://twitter.com/oceanfest2019)

#exploreredondo #travelredondo
#redondobeach #redondopier
#californiacoast #WOF2019



10/3
HURS
2PM

Looking for some South Bay style trends? Stop by Kalihi for their stylish prints and breathable fabrics, located at Riviera Village near the beach!

Tag: [shopkalihi](#), [RivieraVillage](#)

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Tag: [@shopkalihi](#), [@rivieravillage](#)

#exploreredondo #redondobeach
#redondopier #redondolocal #beachlife
#beachvibe



10/4
FRI
2PM

Happy National Taco Day! Enjoy El Barrio's delicious tacos all day and night. Open till 2am for those late night munchies.

Tag: [@ElBarrioTacos](#)

Happy National Taco Day! Enjoy El Barrio's delicious tacos all day and night. Open till 2am for those late night munchies.

#exploreredondo #redondobeach
#redondopier #redondolocal
#foodiefriday #tacos #nationaltacoday

Tag: [@elbarrio_tacos](#),
[@elbarriomunchies](#)



<https://unsplash.com/photos/Jy0GfqPA>

<p>10/8 TUES 9AM</p>	<p>Take some time to coast and enjoy sailing Redondo Pier. Find your next hotel today http://bit.ly/RBTourism</p>	<p>Take some time to coast and enjoy sailing Redondo Pier. Find your next hotel today #LinkinBio http://bit.ly/RBTourism</p> <p>Tag: Redondo Beach location, @TravelandLeisure</p> <p>#exploreredondo #travelredondo #redondobeach #redondopier #redondolocal #beachlife #sailing #californiacoast #traveltuesday</p>	
<p>10/10 THURS 12PM</p>	<p>Back in the earlier days of Redondo's Fisherman's Wharf.</p>	<p>Back in the earlier days of Redondo's Fisherman's Wharf.</p> <p>#exploreredondo #travelredondo #redondobeach #redondopier #redondolocal #throwbackthursday #tb</p>	

<p>0/11 FRI 2PM</p>	<p>Samba Brazilian Steakhouse carries on the Brazilian tradition of cooking coated meat with salt on a long sword. Enjoy this tradition with a variety of meats including steak, pork, sausage, beef, lamb and fish. Buffet style!</p> <p>Tag: Samba Steakhouse RB</p>	<p>Samba Brazilian Steakhouse carries on the Brazilian tradition of cooking coated meat with salt on a long sword. Enjoy this tradition with a variety of meats including steak, pork, sausage, beef, lamb and fish. Buffet style!</p> <p>#exploreredondo #redondobeach #redondopier #redondolocal #foodiefriday #samba #brazilian #steakhouse #buffet</p> <p>Tag: Samba Steakhouse RB</p>	 <p>Samba link</p>
<p>0/14 MON 2PM</p>	<p>Monday mood. How was your weekend? Let us know in the comments below.</p> <p>Tag: Redondo Beach location</p>	<p>Monday mood. How was your weekend? Let us know in the comments below.</p> <p>Tag: Redondo Beach location</p> <p>#exploreredondo #redondobeach #redondolocal #travelredondo</p>	 <p>https://unsplash.com/photos/saviJikA</p>



0/15
UES
2PM

Thinking about that next trip?
Easy, make it a beach one and
end with a sunset. Book a
Redondo hotel today
<http://bit.ly/RBTourism>

Thinking about that next trip? Easy,
make it a beach one and end with a
sunset. Book a Redondo hotel today
#LinkinBio <http://bit.ly/RBTourism>

Tag: Redondo Beach location,
[@TravelandLeisure](https://twitter.com/TravelandLeisure)

#exploreredondo #travelredondo
#redondobeach #redondopier
#redondolocal #beachlife #beachvibes
#sunset #traveltuesday



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0/16
VED
2PM

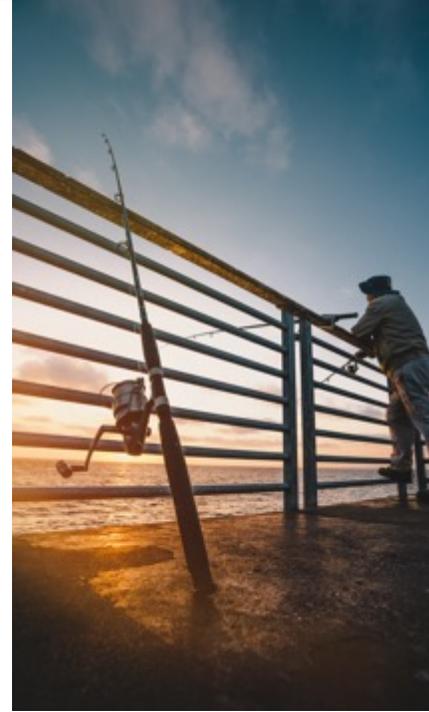
Take a break and fish at Redondo Pier.

Tag: [Redondo Pier](#)

Take a break and fish at Redondo Pier.

#exploreredondo #redondobeach
#redondopier #redondolocal #fishing

Tag: [Redondo Pier](#)



<https://unsplash.com/photos/2dTLV1g>

<p>0/18 FRI 1AM</p>	<p>Experience one of the largest and finest selections of seafood on the West Coast! Quality Seafood is the place to come to if you want fresh fish, crabs, lobsters, shrimp and much more.</p> <p>Learn more at http://bit.ly/QualitySeafoodRBT</p> <p>Tag: qualityseafoodrb</p>	<p>Experience one of the largest and finest selections of seafood on the West Coast! Quality Seafood is the place to come to if you want fresh fish, crabs, lobsters, shrimp and much more.</p> <p>#LinkinBio http://bit.ly/QualitySeafoodRBT</p> <p>Tag: @qualityseafood</p> <p>#exploreredondo #redondobeach #redondolocal #foodiefriday #seafood #fish #crabs #discoverla</p>
<p>0/21 MON 2PM</p>	<p>60 craft beers. 9 big screen HDTVs. Full bar. Great food. Catch a sports game and good company at Redondo Beach Brewing Co. which is also walking distance from the beach!</p> <p>Tag: RedondoBeachBrewCo</p>	<p>60 craft beers. 9 big screen HDTVs. Full bar. Great food. Catch a sports game and good company at Redondo Beach Brewing Co. which is also walking distance from the beach!</p> <p>Tag: @redondobeachbrewco</p> <p>#exploreredondo #redondobeach #redondopier #redondolocal #RBBC #brewing #sportsbar</p>



0/22
UES
2PM

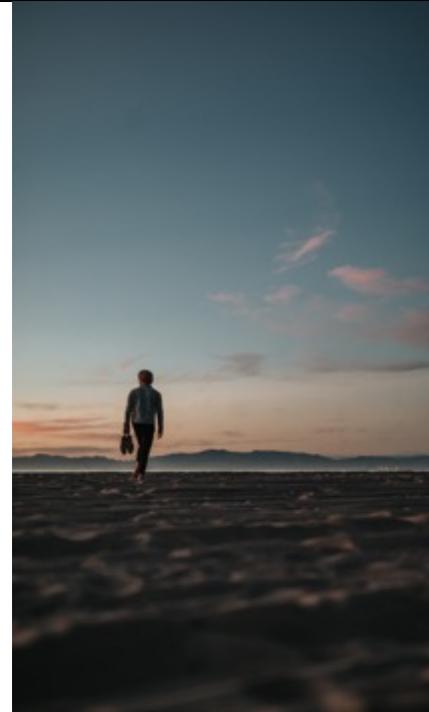
We like beach walks too. Dive into Redondo today and book hotels directly through <http://bit.ly/RBTourism>

Tag: Redondo Beach location, Travel + Leisure

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Tag: Redondo Beach location, [@TravelandLeisure](https://www.instagram.com/travelandleisure)

#exploreredondo #travelredondo
#redondobeach #redondopier
#redondolocal #beachlife #beachvibes
#traveltuesday



<https://unsplash.com/photos/eVeV75-Mg>

0/24
HOURS
2PM
Redondo Pier's early days and why Old Tony's has been a long standing tradition.

Tag photo: [@redondopier](#),
[@oldtonys](#)

Redondo Pier's early days and why Old Tony's has been a long standing tradition.

Tag photo: [@redondopier](#), [@oldtonys](#)

#exploreredondo #travelredondo
#redondobeach #redondopier
#redondolocal #throwbackthursday #tbt



10/25
FRI
2PM

The 3rd Annual Halloween Costume Contest & DJ Dance Party at the Pier takes place today! Come down to the Boardwalk at Redondo Beach Pier from 6-8pm for games, prizes, trick or treats and more! FREE admission and free boat rides for anyone in costume!

Tag photo: [@redondopier](#)

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Tag photo: [@redondopier](#)

#exploreredondo #redondobeach
#redondopier #redondolocal
#halloween #costumecontest
#danceparty



<https://unsplash.com/photos/Ctw2PKSZk>

0/29
UES
2PM

Tis the sea-son, to hangout at the pier. Book your hotel today at <http://bit.ly/RBTourism>

Tag: Redondo Beach location, [@TravelandLeisure](#)

Tis the sea-son, to hangout at the pier. Book your hotel today at #LinkinBio <http://bit.ly/RBTourism>

Tag: Redondo Beach location, [@TravelandLeisure](#)

#exploreredondo #travelredondo
#redondobeach #redondopier
#redondolocal #beachlife #sailing
#californiacoast #traveltuesday



10/30
WED
2PM

It's All Hallow's Eve! What are you dressing up as for Halloween?

Tag: Redondo Beach location

It's All Hallow's Eve! What are you dressing up as for Halloween?

Tag: Redondo Beach location

#exploreredondo #redondobeach
#redondopier #redondolocal
#halloween #costumes



https://unsplash.com/photos/1TAQz-E_Y

10/31
11HOURS
12-2PM

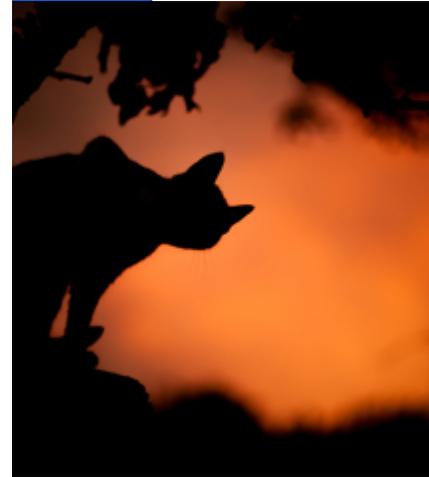
Happy Halloween! Creep it real.

Happy Halloween! Creep it real.

#exploreredondo #redondobeach
#redondopier #redondolocal
#halloween #costumes



<https://unsplash.com/photos/eKySP1tfQ>



<https://unsplash.com/photos/y9KADwhEI>