

Redondo Beach Travel and Tourism

Board of Directors Meeting

Minutes

Monday, December 17, 2018 - 9:30am

Meeting Location: Redondo Beach Hotel 400 N. Harbor Drive, Redondo Beach 90277

Present:

Rebecca Elder, Board Chair
Sandra Vivas, Vice Chair
Stacey Rivera, Board Secretary
Kasi Iacono, Board Treasurer
Laurie Koike, Advisor
Jane Won
Duane Rohrbaugh
Jan Drumright
Winnie Kwok

Absent:

Rey Rodriguez
Michael Murray

Guests:

Gina Trechter, Civitas
Nate Hyde, Civitas

I. Welcome and Call to Order

Board Chair Rebecca Elder called the meeting of the Board of Directors to order at 9:30am.

II. Approval of Minutes

The minutes from the Board of Directors Meeting held on November 15, 2018 were reviewed and considered. Board Chair Rebecca Elder called for a motion to approve the minutes. A vote was held, and all were in favor: Aye – 9, No – 0, Abstain – 0.

Board Secretary Stacey Rivera signed off on the November 15, 2018 Meeting minutes.

III. Action Items

a. Brown Act & Public Records Act Training

Gina Trechter of Civitas provided handouts. Nate Hyde of Civitas lead the training by presenting a power point presentation. Nate reviewed with the board the transparency applicability laws and basic requirements for all that is open to the public, as it relates to public notice. Specific topics covered (per slide):

- Legislative Body
- Rights of the Public
- What is a Meeting
- Types of Meetings
 - Laurie Koike, Advisor inquired about posting Agendas for Special Meetings. Nate stated that special meetings require 24 notice posted on-site (i.e. lobby, front door..) and 72 hours regular meetings. With the notice visible to all the enter the establishment.
- Conference Call Meetings
- Location of Meetings

- Rebecca Elder, Board Chair inquired if there were special rules or information that needs to be presented for hotels that donate complimentary meeting space, AV equipment, breakfast, etc.
- Agenda Components
 - Rebecca Elder, Board Chair inquired if adding “open discussion” to Agendas was allowed. Nate Hyde, Civitas explained that this was allowed if a decision was not made as a result of this discussion.
- Brown Act Public Notice
 - The RBTT Board of Directors reviewed a sample agenda.
- Posting the Agenda
- Agenda Items
- Items Not on Agenda – Exception 1
- Items Not on Agenda – Exception 2
- Closed Session
- Execution Compensation
- E-mails
- Penalties
- Public Records Act
- Public Records Exceptions
- Updates to Public Records Act

Nate Hyde, Civitas concluded his power point presentation and asked the RBTT Board of Directors for any questions. Rebecca Elder, Board Chair asked for clarification as it relates to our Marketing Subcommittee and the two Board Members on that Subcommittee. Nate then explained if there were four Board Members on that Subcommittee it is a quorum.

Jane Won asked for clarification on conversations with Subcommittee members. Nate explained that this was only prohibited if a decision was made as a result of that conversation or if it was discussed with up to four board members. Rebecca then asked if ex parte then exists in these types of situations. Nate responded saying no – it would not.

Gina Trechter, Civitas commented further stating that an Ad-Hoc committee is okay if it is a nominating committee disestablished after the purposed has been accomplished. Nate went on to clarify the difference between a Standing Committee and Ad-Hoc committee. Rebecca then commented saying, the RBTT Subcommittee is an advisory committee.

b. Records Retention Policy

Hand-outs were provided to the RBTT Board of Directors. Nate Hyde of Civitas reviewed the Records Retention Policy. Rebecca Elder Board Chair then inquired about setting up a Gmail account for the board. Nate stated that this would be okay. He then added that the time period for e-mail retention is 6 months to 1 year. Nate then suggested the RBTT Board of Directors adopt a Record Retention Policy once we have the e-mail account set-up.

c. Conflict of Interest Policy

Nate Hyde of Civitas reviewed the Conflict of Interest Policy with the RBTT Board of Directors, and asked for questions. There were no questions. Board Chair Rebecca Elder called for a motion to adopt the Conflict of Interest Policy. Sandra Vivas Co-Chair so moved, and Board Chair Stacey Rivera seconded. A vote was held, and the motion carried as follows: Aye – 9, No – 0, Abstain – 0.

IV. Public Comment

Board Chair Rebecca Elder asked for public comments at 10:20am. No public comments were made. At 10:50am Public Comment was re-opened with the visit of Jeff Ginsberg and Voc Gregorian from the Riviera Village.

Jeff Ginsberg suggested the board discuss having a universal shuttle for all the Redondo Beach hotels. Jeff then described the Riviera Village Improvement District. Jess explained that the funds they collect are used towards the annual Holiday Stroll, the Farmers Markets and the string lights along the main road. Jeff Ginsberg then offered his support to the RBTT Board of Directors and express his opinion on how easy it has been to work with the city on decisions.

Jeff Ginsberg also suggested that the RBTT Board of Directors assist in creating one map, instead of the various maps being used at this time. He described this as being something we could all work together on and reduce costs. Board Chair Rebecca Elder then mentioned the map previously used from the Visitors Bureau. All were in agreement that with the recent absence of these Visitors Bureau maps, new one maps would be. Particularly one that shows a local experience for our visitors.

Voc Gregorian then presented a magazine he's working on for the Riviera Village with 20,000c copies currently in circulation. Voc Gregorian also informed the RBTT Board of Directors about the next issue coming in February. He then provided a sample of his magazine. Lastly, Voc Gregorian informed the RBTT Board of Directors about his printing capabilities and offered to assist with the new map printing.

Board Chair Rebecca Elder inquired about the Riviera Villages calendar of Events. Jeff Ginsberg replied saying this was on their website. Voc Gregorian noted that he could add special events for the RBTT this calendar.

V. Informational Items

a. Marketing Proposals

Board Chair Rebecca Elder turned the meeting over to Jane Won, the acting Marketing Subcommittee Chair. Jane Won suggested that the RBTT Board have a solid Marketing Plan in place before receiving future proposals. Jane Won further suggested that the RBTT Board hire someone to handle the full scope, since this is a first-time board. Jane Won then presented the marketing proposals to the RBTT Board of Directors, by Marketing Firm.

- AMF Media Group
 - Sample proposal for \$497K
 - Used by City of Visalia with \$500K budget
 - AMF Proposed using 80% of funds
 - Reviewed sample proposal for SLO
 - Laurie Koike, Advisor asked if a strategic plan could be incorporated. Jane Won responded saying yes it could.
 - Rebecca Elder, Board Chair then stated that overall goals for the next 3 years should be similar.
 - Jane Won ended by stating that she could remove the social media portion.
- PS&M Communication Arts
 - Works with the City of El Segundo
 - Referred by Jenna Ritter of Zislis Group/ Shade Hotels

- Reviewed PS&M Communication Arts client list
- Sample proposal for \$600K – Jane stated this could be trimmed down.
 - Jane Won commented that she favored PS&M Communication Arts and informed the board that PS&M would like to visit and provide a presentation.
 - Jan Drumright inquired about a Tour & Travel list, a Meeting Planner list and a database management tool. Jane Won replied by informing the RBTT Board of Directors that “*website creation*” should include this. Board Chair Rebecca Elder added to that by stating, once website traffic to our website begins, this process would begin.
 - Board Chair Rebecca Elder asked the RBTT Board if anyone remembered an e-mail list from the “Buy One” promos from the RB Chamber in previous years. No one remembered seeing an e-mail list.
 - Jane Won then expressed that hiring an agency to cover all aspects was most efficient at this time. Secretary Stacey Rivera and Board Chair Rebecca Elder both agreed.
 - Sandra Vivas, Vice Chair asked about having a designated sales manager to represent at trade shows. Board Chair Rebecca Elder responded saying this was okay, but they cannot represent the entire destination.
- Reviewed a sample of El Segundo’s marketing plan from PS&M
 - Kasi Iacono, Board Treasurer said she liked the local vibe.
 - Board Chair Rebecca Elder said she likes the experience concept.
 - Jane Won said she has had the best interactions with PS&M, out of the 3 marketing firms she spoke with.
- MMGY Global
 - Reviewed sample plan.
 - Board Chair Rebecca Elder stated that she noticed more of a focus on databases.
 - Jan Drumright mentioned the advantage of having the database and CRM capability.
 - Jane Won recommended that the RBTT Board of Directors invite out a representative of MMGY Global to discuss further. Board Chair Rebecca Elder stated that she agreed.
 - Kasi Iacono, Board Treasurer inquired about the account management fee. Board Chair Rebecca Elder stated it was \$80K.

Board Chair Rebecca Elder called for a motion to move forward with PS&M Communication Arts and MMGY Global to present at the next RBTT Board Meeting. Co- Chair Sandra Vivas so moved, and Kasi Iacono, Board Treasurer seconded. A vote was held, and the motion carried as follows: Aye – 9, No – 0, Abstain – 0.

Winnie Kwok asked the RBTT Board of Directors inquire about how payment would be handled with the Marketing companies. Jane Won added to that by saying the RBTT Board should expect a 60-day ramp up period.

Board Chair Rebecca Elder called for a motion to move forward with a Marketing Plan that covers the full scope. Secretary Stacey Rivera so moved, and Kasi Iacono, Co-Chair Sandra Vivas seconded. A vote was held, and the motion carried as follows: Aye – 9, No – 0, Abstain – 0.

VI. Informational Items

a. TMD Collections Update

Board Chair Rebecca Elder then turned the meeting over to the Board Advisor. Advisor Laurie Koike informed the RBTT Board of Directors that an adjustment was made to Septembers' collections. One hotel experienced an allocation issue that has been corrected. Another hotel reported late, but all funds collected. Advisor Laurie Koike informed the RBTT Board of Directors \$64,340 was collected in October and the Year-To-Date figure is now at \$129,905.

Lastly, Advisor Laurie Koike shared that John La Rock of the City of Redondo Beach has inquired about the communication of upcoming events. Advisor Laurie Koike then stated she would send the information to Board Chair Rebecca Elder via e-mail until the RBTT has the web-site set-up.

VII. Miscellaneous Items

a. Next Meeting

Board Chair Rebecca Elder suggested the Code of Conduct on today's agenda, be pushed to the next board meeting. All board members agreed. Next, Co-chair, Sandra Vivas volunteered The Shade hotel for the next board meeting. Board Chair Rebecca Elder then announced the next RBTT Board of Directors meeting be scheduled for Tuesday, January 22, 2019 at 9:30am.

b. Marketing Subcommittee

In light of what was learned during the Brown Act Training, Jane Won inquired about the Marketing Subcommittee. Board Chair Rebecca Elder said this Advisory Board needs to be disbanded. Advisor Laurie Koike then asked who would oversee the Market Plan after we disband the Marketing Subcommittee. Board Chair Rebecca Elder responded saying the board should assemble a Standing Committee, as needed. Kasi Iacono, Board Treasurer then asked if the board could change the name and use the same people. Jane Won responded saying the Standing Committee was needed to comply with the Brown Act.

Jane Won called for a motion to disband the Marketing Subcommittee. Jane Won so moved, and Board Chair Rebecca Elder seconded. A vote was held, and the motion carried as follows: Aye – 9, No – 0, Abstain – 0.

VIII. Adjournment

With no further business to report, Board Chair Rebecca Elder closed the meeting at 11:32am.


Stacey Rivera, RBTT Board Secretary 1/22/19

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.