

Redondo Beach Travel and Tourism

Board of Directors Meeting

Meeting Minutes

Monday, December 21st, 2020 at 9:30am
Conference Call - dial in 720.835.5596 id 26558

Attendees: Melissa Alvarez, Rebecca Elder, Kasi Iacono, Justin Jaramillo, Raechel Prochnow, Laurie Koike, Daniel Martin, Tim Cotter, Chanelle Dayrit

I. Call to Order

Board Chair Rebecca Elder called the RBTT Board of Directors Meeting to order at 9:32am.

II. Approval of Minutes

Review and approve the Meeting Minutes

- Minutes from the November 16th meeting will be routed and reviewed. Justin Jaramillo made a motion to approve and file, Melissa Alvarez seconded.

III. Approval of Financials

- Financials were reviewed by Kasi Iacono, Treasurer. Rebecca Elder made a motion to approve, Rachael Prochnow seconded. A vote was held, no opposed and the motion carried.

IV. Public Comment

- Board Chair Rebecca Elder opened the meeting to public comment, no public were present and the public comment was closed 9:38am.

V. Action Items

1. PS&M marketing plan
 - Discussion/Approval Q4 and Q1 initiatives
 - i. Review update to Stay at Home Orders and Current Ad Spending. Tim Cotter suggested reducing remaining December and Jan 1-15th digital ad campaigns by 50% to be applied Jan 16th or later, once orders are lifted. Rebecca Elder and Justin Jaramillo agreed, no one was opposed. Funds to remain and be reallocated.
 - ii. Discussed opportunity to participate in Expedia Co-Op Campaign for Q1. Board agreed to pass and reconsider at a future date.
 - iii. Reminder by Tim Cotter for all hoteliers to submit reimbursement requests to RBT for 3rd Night Free Promotion.
 - iv. Discussed preparing a Spring Break promotion for Heroes – targeting those that have received vaccine's as first responders and as potential travelers.
 - Review of Monthly Digital Analytics
 - i. Overall trends were reviewed and discussed.
 - ii. Continue to focus on 3rd Night Free promotion and retargeting through Google/Bing search.

- iii. Expedia analytics continuing to show a higher-than-average Length of Stay and an upward trend in Room Nights.
- Review of Creative Updates
 - i. Video file added under Stay Six Beach Apart headline along with “winter” tagline.
- Review of Organic Social Media
 - i. Chanelle Dayrit shared total impressions higher in previous month with a slight decrease in engagement. Averaged in the period - 34 new followers daily.

VI. Informational Items

1. Update on Collections

- Board Advisor Laurie Koike updated the RBTT Board of Directors on collection efforts
- Dec 15 City Council Meeting approved October disbursement for 49,520.48.

VII. Miscellaneous Items

1. Set Next Meeting

- Board Chair Rebecca Elder confirmed next meeting for January 18th at 9:30am, virtual meeting.

VIII. Adjournment

Board Chair Rebecca Elder closed the meeting, with no further business to report at 10:22am.

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.