

Redondo Beach Travel and Tourism

Board of Directors Meeting

Meeting Minutes

Monday, January 18th, 2020 at 9:30am
Conference Call - dial in 720.835.5596 id 26558

Attendees: Melissa Alvarez, Rebecca Elder, Justin Jaramillo, Raechel Prochnow, Laurie Koike, Daniel Martin, Tim Cotter, Chanelle Dayrit, Cameron Esteps.

I. Call to Order

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

II. Approval of Minutes

Review and approve the Meeting Minutes

- Minutes from the December 21st meeting were routed by Rebecca Elder. Melissa Alvarez made a motion to approve, Justin Jaramillo seconded. A vote to approve and file the minutes was held, no opposed and the motion passed.

III. Approval of Financials

Review and approve Financials provided by Rebecca Elder

- Rebecca Elder reviewed the financials including expenses from late Dec and January. Rebecca Elder made a motion to approve and file, Melissa Alvarez seconded. A vote to approve and file the minutes 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.

- Public comment was opened at 9:35 am. No public comment was made, and public comment was closed.

V. Action Items

1. PS&M marketing plan

- Review of Creative Updates

- Daniel Martin presented new creative on the Frontline Heroes campaign and shared the overall goal of targeting subgroups of new travelers based on occupancy/submarket as we move toward recovery. The Frontline worker campaign is using Facebook audience creation platform to target Essential Worker Audience (210K). Rebecca Elder shared that she really liked the creative, and suggested some ads targeted shorter stays mixed in with the Third Night Free messaging. Melissa Alvarez shared that the term 'front line/essential worker' had been confusing and resulted in fewer bookings in her experience, she suggested clarifying the term as many guests may assume it does not include them. Daniel Martin shared that the term essential worker is being shared with the target audience only (who would

likely know it applies to them) and the broader 3rd night free is being promoted in ads for the general public.

- Discussion of keeping the 3rd night free active, currently utilized 20% of budget. Daniel Martin recommended continuing the program. The Board agreed unanimously to extend through February, and will revisit further extensions monthly.
- PSM shared the goal to pivot from large umbrella campaigns and toward more targeted groups as we move through recovery and some guests are able to travel. Rebecca Elder asked that a PR & Social Media plan be ready to go and support the new targeted audience once the travel restrictions lift. PSM will provide that plan in February, and there is \$8K allocated in the budget for media fam visits.
- Discussion & approval of February spend, which matches January and was reduced from Dec levels by 20% due to the travel restrictions. Rebecca Elder made a motion to approve, Justin Jaramillo seconded. A vote was held, no opposed and the motion passed.
- Review of Organic Social Media
 - February posting calendar was reviewed.
- Review of Monthly Digital Analytics
 - Expedia Q4 campaign outperformed summer and had a 20 ROAS.
 - Overall ADR is within \$5 to Q4 2019 campaign. The ADR change from summer is a result of lower rates in market.
 - Web & Digital creative and analytics were reviewed
 - Impression and clicks were down due to decreased budget, however interest remained strong.
 - YouTube interest has skyrocketed over the past month, and the PSM team is researching to identify the trend.
 - ARES views and booking engine traffic is down due to 3rd night free driving traffic to hotel booking engines directly
 - Social Media Analytics reviewed by Chanelle Dayrit
 - Throwback posts perform very well in reach and engagement, users are commenting and requesting more historical shots.

VI. Informational Items

1. Update on Collections

- Board Advisor Laurie Koike updated the RBTT Board of Directors on collection efforts
- The next amount will be approved at the Jan 19th council meeting, the amount for Nov 2020 is \$5,607. Laurie is rechecking the number as it seems low.

VII. Miscellaneous Items

1. Set Next Meeting

- Board Chair Rebecca Elder confirmed the next meeting date of Monday, February 8th, 2021 due to the holiday on 2/15/21.

VIII. Adjournment

Board Chair Rebecca Elder closed 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.