

Redondo Beach Travel and Tourism

Board of Directors Meeting

Meeting Minutes

Monday, February 8th, 2020 at 9:30am

Conference Call - dial in 720.835.5596 id 26558

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

I. Call to Order

Board Chair Rebecca Elder called the meeting to order at 9:00am.

II. Approval of Minutes

Review and approve the Meeting Minutes

- Minutes from the January 18th meeting were presented. Justin Jaramillo made a motion to approve and file, Melissa Alvarez seconded. A vote was held, all in favor.

III. Approval of Financials

Financials were reviewed by Kasi Iacono, Treasurer. A motion was made to approve and file and Raechel Prochnow seconded. A vote was held, all in favor.

IV. Public Comment

Board Chair Rebecca Elder opened public comment, no public was present and it was closed.

V. Action Items

1. Vote on Board of Directors position
 - Michael Murray resigned, Brandon Goffner volunteered to fulfill his term. A motion was made and seconded to approve Brandon Goffner as a Board Member. A vote was held, all in favor and Brandon Goffner was confirmed to the Board.
2. PS&M marketing plan
 - Review of Creative Updates
 - i. New creative was presented.
 - Review of media planning & approve February & March spend
 - i. Discussion of the proposed spend, including an Expedia destination campaign for \$22K running March – May. A motion was made and seconded to approve the Expedia expenditure. A vote was held, all in favor and the motion passed.
 - Review of Organic Social Media
 - Review of Monthly Digital Analytics

VI. Informational Items

1. Update on Collections
 - Due to the timing of the meeting, the collection amount was unavailable. Laurie Koike will follow up with more information after the City Council Meeting.

VII. Miscellaneous Items

1. Set Next Meeting

- Board Chair Rebecca Elder confirmed the next meeting on Monday, March 15th

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.