

Redondo Beach Travel and Tourism

Board of Directors Meeting

Meeting Minutes

Monday, April 19, 2021 at 9:30am

Conference Call - dial in 720.835.5596 id 26558

Attendees: Melissa Alvarez, Rebecca Elder, Kasi Iacono, Laurie Koike, Daniel Martin, Tim Cotter, Chanelle Dayrit, Cameron Esteps

I. Call to Order

Board Chair Rebecca Elder will call to order the RBTT Board of Directors Meeting.

II. Approval of Minutes

Review and approve the Meeting Minutes

- Melissa Alvarez made a motion to approve & file minutes, Kasi Iacono seconded. A vote was held, no opposed and the motion passed.

III. Approval of Financials

Review and approve Financials provided by Kasi Iacono, Treasurer

- Rebecca Elder made a motion to approve & file minutes, Melissa Alvarez seconded. A vote 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.

- Stephen Proud shared that City Council discussed a report from community services on whether or not to have fireworks at the last meeting. Options include: fireworks off of barge fireworks to having it shot from land site (behind seaside Lagoon). The Riviera Village Associate may fund a second show further down the Esplanade. Council is considering option having land based fireworks, show behind Seaside Lagoon and secondary barge near the Esplanade. Council is asking whether business associations be interested in taking financial responsibility for the show or sponsor the show. Laurie reporting to City Council on 5/4 for follow up conversation. Hotels to email Laurie feedback to share with City Council.

V. Action Items

1. PS&M marketing plan
 - Discussion/Approval of Expedia Summer Campaign
- This would be a SoCal Beach campaign focused in our area and is a \$22K expenditure for June 1 to Aug 31 (already earmarked in the budget). This would overlap with the existing Q2 Spring campaign, June would be one month of overlap and could allow for better targeting. Melissa

Alvarez made a motion to approve the expenditure, Rebecca Elder seconded. A vote was held, no opposed and the motion passed.

- Discussion/Approval of \$30K Contingency Fund reallocation to Summer Media Spend
 - i. New budget with additional \$30K spend in summer presented
 - 1. Rebecca Elder made a motion to approve & file minutes, Kasi Iacono seconded. A vote was held, no opposed and the motion passed
- Discussion/Approval of integrating Connected TV in media schedule
 - i. Connected TV is a highly targeted, price conscious and very effective platform with managed budget and in depth reporting
 - 1. PSM suggests that we reallocate some funds from YouTube to Connected TV to gain wider audience
 - a. Budget allocation of \$1500-\$2000 per month April – May
 - b. Rebecca Elder made a motion to approve & file minutes, Kasi Iacono seconded. A vote was held, no opposed and the motion passed
- Discussion/Approval of BeachLife marketing
 - i. Daniel has reached out to BeachLife to roll the 2020 spend into the 2021 event, currently scheduled for September. He will provide an update to the Board at the next meeting.
- Discussion of marketing plan, social media program, radio campaign
 - i. Update of Influencer visit Best Life & Beyond vlog & itinerary for 4/10
- Review of Creative Updates – new creative was presented and positive
 - Review of media planning & approve May spend
 - Review of Organic Social Media
 - Review of Monthly Digital Analytics

VI. Informational Items

1. Update on Collections
 - Board Advisor Laurie Koike will update the RBTT Board of Directors on collection efforts
 - i. Feb disbursement \$28,681 approved at next meeting

VII. Miscellaneous Items

1. Set Next Meeting
 - Board Chair Rebecca Elder confirmed the next virtual meeting for May 17, at 9:30am.

VIII. Adjournment

Board Chair Rebecca Elder adjourned 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.