

# Redondo Beach Travel and Tourism

## Board of Directors Meeting

### Meeting Minutes

Monday, November 16, 2020 at 9:30am  
Conference Call - dial in 720.835.5596 id 26558

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

#### I. Call to Order

Board Chair Rebecca Elder called the RBTT Board of Directors Meeting to order at 9:31am.

#### II. Approval of Minutes

Review and approve the Meeting Minutes

- Minutes from the October 19th meeting were routed and reviewed. Kasi Iacono made a motion to approve and file, Melissa Alvarez seconded.

#### III. Approval of Financials

Review and approve Financials provided by Kasi Iacono, Treasurer

- Financials were reviewed by Kasi Iacono, Treasurer. Rebecca Elder made a motion to approve, Melissa Alvarez 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 9:35am.

#### V. Action Items

1. City Council Presentation was reviewed, and feedback solicited from the Board.
2. PS&M Marketing
  - Review of Creative Updates
    - i. Cameron Esteps shared new creative that is in line with covid precautions and features 6 feet taglines
    - ii. Highlighted updated digital ads including 3<sup>rd</sup> night free promotion and masks/6 feet messaging/images. Hotels shared that they're seeing good response to the promotion.
  - Monthly Digital Analytics were shared and trends discussed
  - Organic Social Media reviewed
  - Discussion/Approval Q4 initiatives
    - i. Expedia analytics were reviewed, hotel is trending in line with previous campaigns. Average length of stay is higher in this campaign than we've seen in the past.

#### VI. Informational Items

1. Update on Collections

- Board Advisor Laurie Koike will update the RBTT Board of Directors on collection efforts 12/21
- Collection was very high and \$124,968.59 and Laurie will double check the numbers for accuracy.

**VII. Miscellaneous Items**

1. Set Next Meeting

- Board Chair Rebecca Elder confirmed the next meeting for Dec 21<sup>st</sup> at 9:30 am, remote.

**VIII. Adjournment**

Board Chair Rebecca Elder will close 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.