

Redondo Beach Travel and Tourism

Board of Directors Meeting

Meeting Agenda

Monday, April 19, 2021 at 9:30am

Conference Call - dial in 720.835.5596 id 26558

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

III. Approval of Financials

Review and approve Financials provided by Kasi Iacono, Treasurer

IV. Public Comment

Board Chair Rebecca Elder will open the meeting to public comment for all items on or not otherwise on the Agenda.

V. Action Items

1. PS&M marketing plan
 - Discussion/Approval of Expedia Summer Campaign,
 - Discussion/Approval of \$30K Contingency Fund reallocation to Summer Media Spend
 - Discussion/Approval of integrating Connected TV in media schedule
 - Discussion/Approval of BeachLife marketing
 - Discussion of marketing plan, social media program, radio campaign
 - Review of Creative Updates
 - 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

VII. Miscellaneous Items

1. Set Next Meeting
 - Board Chair Rebecca Elder will confirm next meeting date, along with a decided location.

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.