

# Redondo Beach Travel & Tourism

## Board of Directors Meeting

### Agenda

Monday, May 20<sup>th</sup> at 9:30am

Portofino Hotel & Marina: 260 Portofino Way, Redondo Beach, CA 90277

#### 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.

- Minutes from April 15, 2019 meeting will be routed to the RBT Board by Secretary, Stacey Rivera.

#### III. Approval of Financials

Review and approve Financials provided by Treasurer, Kasi Iacono.

#### 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. Beach life Festival Review
  - a. Discuss impact on hotels' occupancy, trends, feedback from hotel guests
  - b. Discuss everyone's thoughts on the road blocks/ traffic during the event
2. Co-Sponsorship opportunity for 4<sup>th</sup> of July fireworks presented by Mike Ward.
3. Co-Sponsorship opportunity for city walking map presented by Mike Ward.
4. Open Water Swim event update from Mayor Brand.
5. PS&M will provide an update on progress with the marketing plan, future initiatives and an overview of Phase 1 completion.
6. Review and adopt Code of Conduct.

#### VI. Informational Items

1. Update on Collections
  - Board Advisor Laurie Koike will update the RBT Board of Directors on the March 2019 collections.
2. Updated report for the Expedia campaign.

#### VII. Miscellaneous Items

1. Set Next Meeting
2. Board Chair Rebecca Elder will confirm next meeting date for 3rd Monday in June, unless otherwise discussed, along with a decided location.

**VIII. Adjournment**

3. Board Chair Rebecca Elder will close the meeting, with no further business to report.