

Redondo Beach Travel and Tourism

Board of Directors Meeting

Agenda

Monday, June 17th at 9:30am

The Redondo Beach Hotel, 400 N. Harbor Drive, 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 the May 20th meeting will be routed to the RBTT Board.

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. Co-Sponsorship opportunity for city walking map presented by Mike Ward.
2. Co-Sponsorship opportunity for 4th of July Fireworks
3. PS&M will provide an update
 - An Outline with an overview of the Strategic Marketing Plan will be reviewed.
 - Discuss Fam trip in September
 - Proposal on \$71K spend
4. Summer Expedia Campaign
 - Discuss the details of 6/15 – 9/15 campaign
5. Replacement of Board Secretary position

VI. Informational Items

1. Update on Collections
 - Board Advisor Laurie Koike will update the RBTT Board of Directors on collection efforts.
2. Update on 2020 Beach Life Festival Dates
 - Dates were expected to release the 1st week of June with the City.

VII. Miscellaneous Items

1. Set Next Meeting
 - Board Chair Rebecca Elder will confirm next meeting date for the 3rd Monday in July, unless otherwise discussed, 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.