

Redondo Beach Travel and Tourism

Board of Directors Meeting

Agenda

Monday, November 25 at 9:30am

Shade Hotel Harbor 655 N 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 October 21st meeting will be routed to the RBTT Board by Chair, Rebecca Elder

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. Redondo Beach Ballet Presentation
2. Co-Sponsorship opportunity for city walking map presented by Jeff Ginsburg
3. Annual Meeting
 - One-year terms appointed for 3 Director Positions, including Secretary
4. Annual Financial Report
 - Board to vote on reallocating Admin & General monies to Sales & Marketing
5. PS&M Marketing Update
 - Social Media/Marketing
 - i. Review results of campaign and sponsorships
 1. Beach Life Festival opportunity
 - ii. Discuss any approvals needed
 - Share Influencer & Media tour results
 - Winter Expedia Campaign results
 - Additional Expedia Campaign opportunity
6. Discuss renewing PS&M contract for 2020-21
7. Update on subscription to Destination STR Report

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 for the 3rd Monday in December 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.



Redondo Beach Tourism – NOVEMBER 2019

CREATIVE UPDATES

- New Web Soft Gate Launched
- Dedicated Business Ad Updates and Launch
- Seasonal Photo / Video Shoots
- Evolution of E.Commerce Based Website & BLOG

AD CAMPAIGN & MEDIA PLANNING

- Revisions to 2019 – 2020 Media Planning
- Launch of new BOOK NOW Creative Callouts
- Final Site Impact E.Card Blasts
- YouTube Extension – Ongoing Video Asset Inclusion
- Winter 2019 Expedia Ad Buy

SOCIAL MEDIA

- Micro-Influencer Event Wrap-Up
- Ongoing Influencer Social Media Updates
- Organic Calendar – December

PUBLIC RELATIONS

- FAM Trip Updates

ANALYTICS & REPORTING

- November Web & Digital Analytics
- aRes Tracking
- City TOT Tracking
- Cvent Hospitality Cloud - 2019 Campaign Performance

2020 COMING SOON

- New Web Experience Launch
- Special Package Giveaways
- Beach Life Partnership Launch & Approval
- Preferred Hotel Partnership Outreach

MISC.

- 2020 and Beyond Budgeting
- Destination STR Agreement