

Redondo Beach Travel and Tourism

Board of Directors Meeting

Meeting Minutes

Tuesday, January 17, 2023 at 1:00 pm

Teams call

Dial in number 267.807.9495

Access code 502-231-370

Attendees: Rebecca Elder, RJ Escobedo, Brandon Goffner, Kasi Iacono, Laurie Koike, Nilay Demir, Nancy Lessney, Daniel Martin

Note Taker: Rebecca Elder

I. Call to Order

Board Chair Rebecca Elder called to order the RBTT Board of Directors Meeting at 1:01pm.

II. Approval of Minutes

Meeting Minutes from the December meeting were reviewed. Kasi Iacono made a motion to approve and file, RJ Escobedo seconded. A vote was held, no opposed, and the motion passed.

III. Approval of Financials

Treasurer Kasi Iacono reviewed and approved financials. Rebecca Elder made a motion to approve and file, Kasi Iacono seconded. A vote was held, no opposed, and the motion passed.

IV. Public Comment

Board Chair Rebecca Elder opened the meeting to public comment for all items on or not otherwise on the Agenda at 1:04 pm. No public was present, and public comment was closed.

V. Action Items

1. PS&M Marketing Review

- Discussion/Approval of marketing initiatives and direction
 - i. Review/approval of digital spend through April. Rebecca Elder, Kasi Iacono, RJ Escobedo stated they all agree with the approach presented; digital funding increase in March when transient demand is stronger. Rebecca Elder made a motion to approve the media plan

- through April, Kasi Iacono seconded. A vote was held, no opposed, and the motion passed.
- ii. Nancy Lessney reviewed the BeachLife proposal. Rebecca Elder made a motion to approve the \$44K spend with the promotional video stipulation, RJ Escobedo seconded. A vote was held, no opposed, and the motion passed.
 - iii. Social Influencer planning and approval
 - iv. Ongoing discussion
- Discussion of marketing plan, search efforts, social media program, etc.
 - i. Nancy Lessney shared that the PSM Team is continuing to build out programming on concerts and events at Sofi on the website.
 - ii. Nancy Lessney shared new media opportunities including ConnectedTV, Digital Out of Home (DOOH)
 - 1. Media Strategy presentation was reviewed and included New Media campaigns (CTV, DOOH, Tik ok) and allocations along with ongoing media campaigns.
 - a. Nancy Lessney shared that ConnectedTV allows marketing to leverage data and target an audience in a way that network TV does not. Sample channels and networks were featured. Rebecca Elder shared that she was excited for RBT to use technology to raise the profile of Redondo Beach in relation to Sofi stadium and events. Rebecca Elder mentioned that RBT could use ConnectedTV to run ads on ESPN during Sofi stadium games to increase awareness.
 - b. Nancy Lessney shared that Digital Out Of Home (DOOH) programming is not static, ads can rotate. Mobile retargeting is used based on movement patterns to reinforce messaging and drive engagement to the RBT website. Examples of DOOH locations include: gyms, malls, EV charging stations, office buildings, gas stations, panels, movie theatres.
 - c. Nancy Lessney shared that TikTok sponsored ads are video content with high engagement. TikTok is one of the fastest growing platforms, over 136 million people are using it in the US. Advanced targeting options available: age, gender, interests, location, behavior.
- Review of Creative Updates & Campaign Launch Progress
 - i. New creative concepts tentative launch is March 2023 targeting Business and Foodie travelers.
 - Review of Organic Social Media
 - 1. Nilay Demir presented Instagram and Facebook analytics, along with top performing posts and benchmarking.

ii. Review of Monthly Digital Analytics

1. Nancy Lessney stated that impressions have gone up since after Christmas, as have conversions (where guests go to the booking page to review rates). Cost per click has declined slightly. Downtown LA landing page is performing well, drove 987 users to the website who are very engaged with low bounce rate. Facebook impressions increased by 46% to 720K. Google analytics reflected 17% increase in new users.
2. TMD Renewal Process update
 - Updated on TMD renewal

VI. Informational Items

1. Update on Collections
 - Board Advisor Laurie Koike updated the RBTT Board of Directors on collection efforts, the November disbursement was \$39,548.30 and set to be approved that night at the city council meeting.

VII. Miscellaneous Items

1. Set Next Meeting
 - Board Chair Rebecca Elder confirm the next meeting date on Tuesday, 3.21 at 1:00pm with the location TBD.

VIII. Adjournment

Board Chair Rebecca Elder closed the meeting at 2:30 pm 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.