

# Redondo Beach Travel and Tourism

## Board of Directors Meeting

### Minutes

Tuesday, January 22, 2019

Meeting Location: Shade Hotel 655 N. Harbor Drive, Redondo Beach, CA 90277

#### **Present:**

1. Rebecca Elder, Board Chair
2. Sandra Vivas, Vice Chair
3. Stacey Rivera, Board Secretary
4. Kasi Iacono, Board Treasurer
5. Laurie Koike, Advisor
6. Jane Won
7. Michael Murray
8. Rey Rodriguez
9. Jan Drumright
10. Winnie Kwok
11. Jenna Ritter

#### **I. Welcome and Call to Order**

Board Chair Rebecca Elder called the meeting of the Board of Directors to order at 9:31am.

#### **II. Approval of Minutes**

The minutes from the Board of Directors Meeting held on December 17, 2018 were reviewed and considered. Board Chair Rebecca Elder called for a motion to approve the minutes. A vote was held, and all were in favor: Aye – 11, No – 0, Abstain – 0. Board Secretary, Stacey Rivera signed off on the December 17, 2018 Meeting minutes.

#### **III. Action Items**

1. Discuss Marketing Firm presentations.

MMGY Global provided a presentation to the RBTT Board of Directors. This was presented by Craig Compagnone and Erin Mullaney replaced Rebakah Bell.

- Craig began the presentation with a slide entitled “About Us”, reflective of all members of the MMGY team, including pictures. Craig stated their firm works exclusively with Tourism and Hospitality. He then shared, their biggest project they are currently working on is with Visit California. Craig then moved into the different agency brands MMGY offers. Craig recommended the Myraid brand for the RBTT Board, because of its 35-40% destination marketing. Craig then shared their focus on understanding the consumer behavior, and how that allows them to build insight to put together the best marketing plan for their customers, and drive innovation. He showed a slide on the “Globe Trotters Network”, explaining is their influencer channel, which focuses on the real reach and legitimacy of influencers. Next Craig told the RBTT Board about their

“Terminal” product, which is their marketing segmentation platform. Lastly, Craig covered the exclusive partnership MMGY has with Adora travel network, and how he thinks that could benefit the RBTT.

- The presentation was then turned over to Erin Mullaney who review a slide on “Our Process”. Erin explained in “Phase 1” of their process they focus on inputs and activities, discovery kick-off meetings with the Board to gain intel, and to conduct audits for a “deep dive”. She then shared what was included in “Phase 2”, which was about deliverables and a presentation to the board with categorical recommendations.
- Craig then stated, we should expect about 60 days for timing, but could possibly advance to 45 days. Craig then asked the RBTT board if we have our own marketing force. Board Chair, Rebecca Elder explained that this consisted of the current Board of directors, since the Marketing Subcommittee has been disbanded. Craig then recommended that the RBTT Board pinpoint two specific board members to act as advisors for MMGY (as it relates to the proposed marketing plan). Jan Drumright then asked how much time would be expected to dedicate for this, and Craig advised, 20% at the most.
- Michael Murray asked how they get their data. Craig answered by describing a “travel shopping funnel” and a “Complicated purchase path” to be digitally focused and provide better trackability. Craig then circled back to the Terminal Segmentation tracking piece, showing a short video about this product. The video was reflective of how the product would target specific segments. Craig then went on to speak to the RBTT board about a partnership with Experian, which would focus on the customer’s average length of stay and how much they spend. Craig went on to address creating custom set marketing segments. “Step #1” was described as the Building Segment, and “Step #2” would compile the data to leverage it by putting together contests and watching the progression.
- Next in the MMGY presentation was slide on “Addressable Digital” which covered the Experian platform. Craig described this as being brand new and just launched 1 year ago. Craig stated this platform optimizes on an ongoing basis to reveal what was performing, as a tool to shift funds as needed. The following slide was entitled, “Dynamic Creative”, which was described as something that the RBTT Board could learn where we get “the most bang for our buck”. “DCM” was then explained what MMGY would use for logistics reporting. Craig then stated he recommended the RBTT Board use ADARA Impacts which provided a high-level metrics.
- Lastly, the MMGY representatives reviewed the proposed 2019 Fee Schedule, with a total of \$600K, broken into six (6) phases. Jan Drumright asked if ADARA was included in this total. Craig stated this would be easy to include in the 4<sup>th</sup> phase. Michael Murray then asked what other accounts MMGY works with. Craig answered by listing San Francisco, Oakland, Visit California and West Hollywood. He then listed destinations outside of California. Michael Murray then asked for examples of success they have had with targeting Business Travel. Craig said he would provide a case study about this. Michael Murray then asked for examples of a blended approach. Craig replied by stating that MMGY can do a better job of being more specific in the messaging, and that this could be easily done. Craig Compagnone asked the RBTT Board for more questions. They RBTT Board of directors had no more questions.

2. PS&M Communication Arts then provided their presentation to the RBTT Board of Directors. This was presented by Mark Policcu and Daniel Martin.
- Mark Policcu introduced himself and shared his personal “profound connection” with Redondo Beach, celebrating his 30 year anniversary. He went on to share with the RBTT Board of directors his history with Redondo Beach, which included raising his family. Mark described Redondo Beach as having a level authenticity that would be compelling to share on a deeper level. He then stated that using imagery that moves people can truly make a difference.
  - Daniel then took over and share with the RBTT Board his 20-year experience with PS&M, and their recent move to El Segundo. Dan then showed a slide describing PS&M as a “Boutique Agency”. He then highlighted the fact that the agency does not outsource, and everything was done in-house. Michael Murray asked if he could clarify that there are no outside contractors used. Daniel answered Michael Murray, stating yes that was correct. The next slide was on “360 Marketing” which ran through pictures of their team in the office by department (drone, video, design, events, social media, planning, etc..).
  - Michael Murray asked if PS&M still works with El Segundo. Daniel answered stating No, they do not any longer, after 4 years and new mayor. Next the PS&M presentation was reflective of their “Gallery” which included pictures of their Mexico Tourism work, La Paz images, their North Star campaign, also Snow creek Resort images and their Silverleaf campaign. Mark Policcu reminded the RBTT Board of the in-house work completed, which covers all photography, and that relates to huge savings. PS&M’s Terranea **Resort** offers campaign and their campaign for Hotel Indigo in DTLA was shown. They also showed images of a campaign they did for the Torrance Memorial hospital.
  - Dan then shared his efforts on their Terranea Resort campaign, in which he handled all photography, art was directed on the ground with a hands approach to ensure communication arts were perfected. Next, seasonal Summer and Winter campaigns were shown, and Dan explained that printed collateral was also handled in-house by PS&M.
  - Mark then reviewed their La Paz campaign that was launched throughout the Western US, with a goal to compete against Cabo as a destination. Mark then explained the journal entries they compiled and described this as part of their disciplined process. This process was explained by Mark as one that included documented relationships and experiences. The La Paz campaign was then described the “City of Peace” and Mark reviewed how they defined the color pallets and reviews several photos in the process.
  - Dan then stated there were certain approaches for tactical campaigns, and spoke about the issue El Segundo was faced with when having empty business space. He described their approach as coming to enhance story of El Segundo, present a sustainability message. Dan then stated their goal was to build off their aerospace roots and describe a tiny town that needed a big story.
  - Next a slide on “Partnership & Events” was reviewed and then a slide on “Results”. Mark and Dan stated that the City of ES’s vacancy reduction dropped from 18% to 36%, and the price of square footage increased.
  - Dan then reviewed a \$600K sample budget. Brand identity and the website were budgeted around \$90K. Execution with PR and social media were grouped in a round \$150K. Photography came in at \$40K, and advertising spend at \$300K. Dan then stated these numbers can be easily shifted.

- Michael Murray asked how long it will take to go live. Dan replied – 90 days to be ready to launch. He then went on to say that certain video assets may not be refined, but they would be ready to launch in 90 days.
  - Board Chair Rebecca Elder then asked the PS&M representatives to speak to duality on the Corporate and Leisure segments. Dan spoke on this stating they would ensure all partners understand the game plan to direct them to the booking engines. He then stated, awareness will make the impact, showing consumers what fits their needs. Board Chair, Rebecca Elder then stated the RBTT board is looking for a cohesive branding effort. Mark ended by saying he would like the opportunity to lead this process.
3. The RBTT Board discussed the two presentations after Public Comment was closed.
- Michael Murray, stated he liked the approach of PS&M, because it seemed less canned than the previous presentations, however he pointed out that it was less polished; not as prepared. Michael went on to say that he liked the balanced approach on the business and leisure segments more with PS&M.
  - Board Chair, Rebecca Elder then addressed the board saying she agreed, and felt that the first presentation focused more on database management. She said she liked that PS&M presentation included a website and that everything was done in-house, to produce significant savings, particularly with imagery. Rebecca then pointed out that neither company addressed the Group segment. She then suggested for the Group segment, we look at the possibility of allocating funds to Helms Brisco or CVENT.
  - Michael Murray stated that the 90-day timeline presented by PS&M was too long, and could put us at risk to miss the critical booking window for Summer. Laurie Koike, Advisor stated she would look into the work that PS&M did previously with the City of Redondo Beach. She stated this was only in an effort to be cautious and aware. Co-Chair, Sandra Vivas stated she sees the benefit of a fresh new look for Redondo Beach on our website.
  - Board Chair, Rebecca Elder asked the Board if they were interested in a presentation from Royce Agency, and said she had a call scheduled with them that Thursday. Winnie Kwok spoke to the board and stated she did not feel comfortable with Vinnie's approach today. All RBTT board members agreed. Next Board Chair, Rebecca Elder asked the Board if all were in agreement to proceed with PS&M and find out how soon they can execute. Winnie Kwok then asked Laurie Koike, Advisor how soon she can find out about the history PS&M had with the city previously. Laurie Koike, Advisor said she would do this very soon. Co-chair, Sandra Vivas asked the Board if it would be considered a conflict of interest if PS&M is bidding to Manhattan Beach. Michal Murray then said that would increase their knowledge of the market.
4. Board Chair Rebecca Elder called for a motion to approve a Special Meeting in two weeks. Michael Murray so moved and Co-chair Sandra Vivas seconded. A vote was held and the motion carried as follows: Aye – 11, No – 0, Abstain – 0.
5. Board Chair Rebecca Elder called for a motion to approve moving the Code of Conduct to the next regular meeting. Michael Murray so moved and Co-chair Sandra Vivas seconded. A vote was held and the motion carried as follows: Aye – 11, No – 0, Abstain – 0.

#### IV. Public Comment

Board Chair Rebecca Elder asked for public comments at 11:07am.

1. Vinnie \_\_\_\_\_ of Royce Agency spoke saying he noticed two major differences in the presentations. He then went on to state the importance of having an understanding of the low hanging fruit. Vinnie informed the board that he would like to be considered for the marketing plan.
2. Jake Pike, Beachlife Festival was then invited into the room. Jake passed out copies of the current poster showing their marketing campaign. Michael Murray asked about the demographic they were marketing to, and Jenna then asked about their target markets. Jake shared that 2,000 tickets have already been sold, with approx. 88% sold to locals. He went on to explain, the target market is Family. Jake stated that they are trying to capture a “*Beach Culture with families from the 70’s and 80’s*” with all of their programming. He said a charity organization they are working with is Surfrider Foundation. Jake said most of the line-up was released this month, but the line-up will be finalized in February. Laurie Koike, Advisor then asked Jake when the 1-day passes would release. Jake the stated currently you can only get 3-days passes, and single day passes release around February 17<sup>th</sup>.

Co-chair, Sandra Vivas asked Jake about the capacity limits and about shuttles. He informed the RBTT Board of the capacity for the event which is planned to be at 12,500 people, whereas the max fill is at 17,000. Jake then stated they have secured multiple off-site lots for shuttle pick-ups and drop offs, including the Torrance Beach parking lot. He also said his team is currently working on running a media campaign for bicyclists and Rideshare, partnering with Beach City Cycles. Jake informed the RBTT board about free shuttle pick-ups to & from Hermosa Beach Pier & Manhattan Beach Piers that are in the works. Co-chair, Sandra Vivas asked Jake about port-potty units and he talked about approximately 100+ porta-potty units at Seaside Lagoon.

Next, Jake went to discuss the traffic routes, saying the east bound would be open and west bound would be blocked off, with a general flow through Beryl Street. He said there is not a final approval from the city on street closures yet. Laurie Koike, Advisor then asked about the location of the VIP Captain’s Party, and Jake responded saying it is currently TBD. Jake then shared the location of the VIP Pool Experience is at the Crowne Plaza. Lastly, he reviewed the event schedule: Friday 12:00pm to 10:00pm (music stops at 9:00pm), Saturday 12:00pm to 10:00pm (music stops at 9:00pm), and Sunday 12:00pm to 9:00pm (music stops at 8:00pm). In closing Jake provided his contact info to the Board, and told us to reach out if we were interested in marketing opportunities.

#### V. Informational Items

##### 1. *TMD Collections Update*

Board Chair Rebecca Elder then turned the meeting over to the Board Advisor. Advisor Laurie Koike informed the RBTT Board of Directors that \$55,033 was collected in November and \$178,469 in the 1<sup>st</sup> quarter. Board Chair, Rebecca Elder then stated once

check is received she will turn it over Kasi Iacono, Board Treasurer to deposit to our Bank of America account. Advisor Laurie Koike then recommended that the board be provided with a disbursement schedule moving forward and include expenses in the upcoming Agendas. Laurie went on to explain the importance of ensuring we have separate documentation, once the RBTT Board starts spending significant amounts.

## **VI. Miscellaneous Items**

### *1. Next Meeting*

Board Chair Rebecca Elder then announced the Special Meeting for the RBTT Board of Directors will be scheduled for Monday, February 4<sup>th</sup>, 2019 at 9:30am, with the Portofino hosting meeting space.

### *2. Replacement of Jane Won*

Michael Murray recommended Raechel Prochnow to replace Jane Won's place on the RBTT Board, and asked if she needed to be voted in. Board Chair, Rebecca Elder stated Yes the RBTT Board has to vote on the Jane Won's replacement. She then requested that this vote be added to the next agenda for Raechel Prochnow to replace Jane's two-year term.

## **VII. Adjournment**

With no further business to report, Board Chair Rebecca Elder closed the meeting at 11:53am.

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**Stacey Rivera, RBTT Board Secretary**

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.