

Redondo Beach Travel and Tourism

Board of Directors Meeting

Meeting Minutes

Attendees: Rebecca Elder, Greg Garland, Kasi Iacono, Daniel Martin, Cameron Esteps, Nancy Lesney, Nilay Demir

Monday, January 24, 2022 at 9:30am
Teams call

I. Call to Order

Board Chair Rebecca Elder called the RBTT Board of Directors Meeting to order.

II. Approval of Minutes

Review and approve the Meeting Minutes

- Kasi Iacono made a motion to approve & file minutes, Rebecca Elder seconded. A vote was held, no opposed and the motion passed.

III. Approval of Financials

Review and approve Financials provided by Kasi Iacono, Treasurer

- Rebecca Elder made a motion to approve & file financials, 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 9:35 am. No public present, and comment was closed.

V. Action Items

1. Vacancies on the Board

- 1 new open position (Shade Hotel).
 - i. Rebecca Elder shared that Mitch Mehr resigned his position, and she advised him that another manager could participate on behalf of Shade suggesting a Director of Sales or Marketing. There is 1 open Board position.
 - ii. Secretary position still needs to be filled.
 - 1. In interest of transparency, if there are no volunteers for the position, minute taking will rotate between present board members.
 - a. Greg Garland will speak to the North Campus to see if they can help fill the role.
 - i. Rebecca Elder to provide more information about the role.

2. PS&M marketing plan

- Discussion/Approval of marketing initiatives and direction
 - i. Review of Social Ads /Center of it all campaign
 - 1. Discussion of Super Bowl and demand to the area; Rebecca Elder shared that many hotels in LA County appear to be holding minimum night stays until teams are announced on 1/30. Kasi Iacono & Greg Garland agreed that demand that should increase once the teams are announced. Rebecca Elder

suggested we highlight the distance to SoFi in all digital ads since it's only 6 miles from North campus hotels. Daniel Martin shared that these campaigns will be long-term to build awareness ultimately leading up to Olympics and covering all future events.

2. Review of upgrades to RBT site including 'center of it all' approach and interactive map with attractions.
 - a. Next phase is dedicated micro landing pages that will be built out for each different attraction, and digital ads/campaigns will tie back to those sites: (ie: SoFi ads will go to the SoFi page)
- Discussion of marketing plan, search efforts, social media program, etc.
 - i. Approval of February Media/Ad buyout.
 1. Rebecca Elder asked about increasing digital spend for 1/28 in preparation for Super Bowl teams to be announced. Kasi Iacono & Greg Garland agreed, acknowledging that Super Bowl drives demand but Redondo Beach needs to develop sense of place/location relative to SoFi. Daniel Marin mentioned that because campaigns take time to optimize, shifting revenue within the categories to allocate more spend to Super Bowl would be more effective than adding money overall. The Board agreed.
 2. Participation in Q2 Expedia campaign was discussed, and was included in the budget. The cost is \$22K for 3 months and past results have been 20:1 to-40:1 return on investment. Rebecca Elder made a motion to approve & file financials, Kasi Iacono seconded. A vote was held, no opposed and the motion passed.
 - ii. BeachLife 2022 Sponsorship Overview
 1. Daniel Martin reviewed the BeachLife proposal and explained that it was being viewed as an ad buy versus sponsorship at the event (one weekend only), essentially using the BeachLife traffic to drive people to Redondo Beach hotels. PSM asked BeachLife to focus on the 8-month strategy versus 'on site' features to use the outreach to generate more traffic over a larger period of time for Redondo Beach hotels.
 - iii. Rebecca Elder shared there had been an increase in demand over the past 2 weeks and asked if increasing overall digital spend would drive more traffic to Redondo Beach Hotels. She noted there was a surplus in A&G budget line that could be reallocated to Sales & Marketing. Daniel Martin suggested increasing the search budget by 25%-30%, and a potential increase on Facebook brand side. He suggested \$5k per month would be an ideal amount for Feb/March. Rebecca Elder made a motion to approve \$10K in additional spend moved from A&G to Sales & Marketing, Kasi Iacono seconded. A vote was held, no opposed and the motion passed.
 - iv. Rebecca Elder made a motion to approve media plan, Greg Garland second. A vote was held, no opposed and the motion passed.
- Review of Creative Updates & Campaign Launch Progress
- Review of Organic Social Media results
 - i. Facebook reach increased by 25%, Instagram up 7.3%. Top performing organic post was a sunset picture that was the most engaging post. Engagement has increased in both Facebook and Instagram.
- Review of Monthly Digital Analytics

- i. Search campaign reviewed; impressions & clicks up; BeachLife announcement helped drive increases.
- ii. Social campaign impressions & clicks are up; new creative will be updated this week.
- iii. ARes had best booking month by far with \$6K in revenue; our goal is \$10K per month. Cameron Estep noted an increased length of stay.

VI. Informational Items

- 1. Update on Collections
 - Board Advisor Laurie Koike updated that the Nov distribution was \$28,383.76 and had been approved by Council.

VII. Miscellaneous Items

- 1. Set Next Meeting
 - Board Chair Rebecca Elder confirmed the next virtual meeting date for 2/28.

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.