

# Redondo Beach Travel and Tourism

## Board of Directors Meeting

### Minutes

Monday, February 4, 2019

Meeting Location: The Portofino Hotel at 260 Portofino Way, Redondo Beach, CA 90277

#### Present:

1. Rebecca Elder, Board Chair
2. Sandra Vivas, Vice Chair
3. Stacey Rivera, Board Secretary
4. Raechel Prochnow
5. Laurie Koike, Board Advisor
6. Michael Murray
7. Jan Drumright

#### I. Welcome and Call to Order

Board Chair Rebecca Elder called the meeting of the Board of Directors to order at 9:41am.

#### II. Approval of Minutes

Board Chair Rebecca Elder announced the approval of minutes will be pushed to the next regular Board of Directors Meeting.

#### III. Public Comment

Board Chair Rebecca Elder opened the meeting to public comment for all items on or not otherwise on the Agenda. There were no public comments made.

#### IV. Action Items

- Review PS&M Contract
  - The Board reviewed the PS&M Communication Arts contract. The 25% mark-up was discussed. Rebecca Elder, Board Chair explained that PS&M brought this down to 10%, and went on to state that PS&M will submit a full plan in writing with details for the RBTT Board to approve.
  - Michael Murray pointed out the second paragraph on page two and asked for an estimation. Laurie Koike, Board Advisor stated that all the phases should be explained to provide a better sense of the total cost and more detail. Michael Murray noted that PS&M shortened their time-line considerably.
  - Laurie Koike, Board Advisor recommended a legal person for this contract for the Board. Jan Drumright commended reaching out to Visit California. Board Chair, Rebecca Elder agreed with this and also offered using Civitas for help with this. Jan Drumright then offered to vet out the contract to her hotel's PR team. Board Chair, Rebecca Elder further suggested that they could use Noble House paralegal.
  - Laurie Koike, Board Advisor informed the board that PS&M was in good standing with the city as it relates to previous work completed for Redondo Beach. She then routed an administration report.

- Board Chair, Rebecca Elder suggested the PS&M contract be re-written. Co-chair, Sandra Vivas agreed the contract should be re-written.

### **III. Miscellaneous Items**

#### **1. *Expedia Destination Marketing Opportunity***

- Board Chair Rebecca Elder suggested to the RBTT Board that we discuss destination campaign with OTA channel to drive traffic. She requested this be added to the next agenda. Rebecca went on to explain, this would a digital campaign designed to gain traction for summer demand.

#### **2. *Beachlife Festival***

- Board Chair Rebecca Elder ask the RBTT Board of directors their thoughts on a Beachlife media blitz. Michael Murray commented cautiously about tying our name to something without established history. Rebecca suggested the board allocate \$3K in funds. Co-Chair Sandra Vivas agreed with this.

#### **2. *Next Meeting***

- Board Chair Rebecca Elder then announced the next regular Board Meeting for the will be scheduled for Tuesday, February 19<sup>th</sup>, 2019 at 9:30am. All agreed.

#### **3. *Replacement of Jane Won***

Michael Murray noted that the replacement of Jane Won's place on the RBTT Board had not been added to today's agenda. Board Chair, Rebecca Elder stated this needed to be added to the next agenda so that the RBTT Board can to vote on Raechel Prochnow to replace Jane's two-year term.

### **IV. Adjournment**

With no further business to report, Board Chair Rebecca Elder closed the meeting at 9:58AM.

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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.