

Redondo Beach Travel and Tourism

Board of Directors Meeting

Minutes

Tuesday, February 19, 2019

Meeting Location: The Crowne Plaza 300 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. Raechel Prochnow
6. Laurie Koike, Board Advisor
7. Michael Murray
8. Rey Rodriguez
9. Jenna Ritter
10. Jan Drumright

I. Welcome and Call to Order

Board Chair Rebecca Elder called the meeting of the Board of Directors to order at 9:30am.

II. Approval of Minutes

The minutes from the Board of Directors Meeting held on January 22nd and the Special Meeting held in February 4th were reviewed and considered. Michael Murray called for a motion to approve the minutes, Vice Chair Sandra Vivas seconded. A vote was held, and all were in favor: Aye – 10, No – 0, Abstain – 0. Board Secretary, Stacey Rivera signed off on the January 22nd Meeting minutes, and February 4th Meeting minutes.

III. Review of Financials

Board Chair, Rebecca Elder reviewed the most recent financial report, and asked for questions. Board Treasurer, Kasi Iacono then asked the board to disregard the financial report she had provided. Vice Chair, Sandra Vivas called for a motion to approve the minutes, Rey Rodriguez seconded. A vote was held, and all were in favor: Aye – 10, No – 0, Abstain – 0.

IV. 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.

V. Action Items

1. Vote to approve Raechel Prochnow on the Board of Directors

Board Chair, Rebecca Elder called for a motion to approve Raechel Prochnow as a replacement for Jane Won. A vote was held, and all were in favor: Aye – 10, No – 0, Abstain – 0. Michael Murray asked the Board if Raechel Prochnow would take over Jane's full term. Board Chair, Rebecca Elder confirmed yes. Board Secretary, Stacey Rivera confirmed this was a 2-year term.

2. Review and approve PS&M contract

- Daniel Martin of PS&M joined the RBTT Board to review the newest version of the PS&M contract. His first suggestion to the Board that the first area of focus be on establishing a strong foundation of research. Daniel further noted that a high-level stewardship is of importance.
- Daniel Martin then advised the importance of focusing on Phase 1. He then pointed out what is being allotted initially in the line item fee of \$153K. He noted there would be a lot of regular communication prior to further spending. Board Chair, Rebecca Elder added further that all must ensure transparency about deliverables.
- Daniel Martin then reviewed the research and development stage in the contract. Board Chair, Rebecca Elder asked is the Website Creation (as it pertains to the contract) would cover a full year. Daniel Martin answered, yes and noted that SEO is included.
- Daniel Martin reiterated the initial focus on Phase 1 and how that is most impactful.
- Board Chair, Rebecca Elder noted when Bobby of the previous Visitors Bureau handled the website SEO it was a \$3K price point. She further notes the Public relations and Social Media spend with the new PS&M contract is lower than what has been spent in the past.
- Daniel Martin stated that all items were royalty free, as PS&M owns full rights. He further explained, this includes any secondary collateral.
- Daniel Martin went on to discuss Phase 2, describing it as having a lot of leg work and research. The goal to enter this phase was said to be on or around July 1st.
- Vice Chair, Sandra Vivas inquired about the approval process. Board Chair, Rebecca Elder stated that each individual hotel will get the opportunity to express their needs. Thereafter 2-3 board members will be needed to handle final approval. Daniel Martin informed the RBTT Board, the first set of imagery should be a reflection of what came out of the individual's meetings with the hotel General Managers.
- Daniel Martin explained Phase 3 as being the most open ended, because it is a contingency with flexibility for things that may come up. Rey Rodriguez inquired about the Monthly Service Fee, and Daniel Martin pointed this out on page 4 as part of the \$153K.
- Daniel Martin additionally noted that a cancellation process is possible but requires 60 days' notice. He also noted this is not a re-occurring contract with a plan after 1 year to present to the RBTT formally and account for results.
- Rebecca Elder, Board Chair addressed the RBTT board and stated that there would be ongoing analytics, so that if we see a lack of return, changes can be made.
- Board Chair, Rebecca Elder called for a motion to the PS&M contract. Michael Murray moved first and Vice Chair, Sandra Vivas seconded. A vote was held, and all were in favor: Aye – 10, No – 0, Abstain – 0.

3. Review and approve Expedia Destination Marketing Opportunity

- Board Chair, Rebecca Elder addressed the RBTT Board on an Expedia campaign to help impact the hotels in the short-term, while PS&M work on research & development. Rebecca then provided a hand-out to the RBTT Board to review. This hand-out included Expedia analytics provided by Greg Grant.
- Board Chair, Rebecca Elder described an opportunity with a \$20K spend with all Redondo Beach Hotels included. She explained what banner ads were and how these would be a benefit. Rebecca Elder reviewed the stats and discussed with the RBTT Board how we could target the average booking window.
- Next Rebecca Elder reviewed an example Expedia campaign, and described to the RBTT Board how geo locators would work to gain exposure.
- Michael Murray asked what the experience would feel like. Rebecca Elder then showed the RBTT an Amtrak banner as an example and described how the click

through process would work. Rebecca Elder also showed an example of a co-op banner from Pacifica Hotels.

- Board Chair, Rebecca Elder called for a motion to approve an Expedia Destination Marketing campaign with a \$20K spend. Vice Chair, Sandra Vivas moved first and Jenna Ritter seconded. A vote was held, and all were in favor: Aye – 10, No – 0, Abstain – 0.

4. Review CVENT proposal

- Board Chair, Rebecca Elder reviewed how CVENT works and how it can be leveraged by each hotel for group and meeting leads. A hand-out was provided and stats were discussed amongst the RBTT Board.
- Board Treasurer, Kasi Iacono stated CVENT was a useful platform for her hotel. Michael Murray stated it does not produce much for the Evolution hotels in North Redondo. Stacey Rivera stated that CVENT historically did not produce much for The Redondo Beach Hotel, typically based on the size of the leads.
- Board Chair, Rebecca Elder informed the RBTT Board she would reach out to her CVET contact regarding clients with smaller spaces.

5. Code of Conduct

- Board Chair, Rebecca Elder called for a motion for a continuation of the review of the updated Code of Conduct. A vote was held, and all were in favor: Aye – 10, No – 0, Abstain – 0.

Informational Items

- Laurie Koike, Board Advisor reviewed collections for December 2018. Laurie Koike stated \$36,903 has been collected since the last meeting. Laurie Koike also informed the RBTT Board that's he is keeping an eye on past payments.
- Board Chair, Rebecca Elder announced the next RBTT Board meeting for Monday, 3/18/19 at 9:30am, at The Redondo Beach Hotel.

Adjournment

With no further business to report, Board Chair Rebecca Elder closed the meeting at 10:22AM.

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.