

# Redondo Beach Travel and Tourism

## Board of Directors Meeting

### Meeting Agenda

Monday, February 28, 2021 at 9:30am

Teams call

Attendees: Brandon Goffner, Rebecca Elder, Kasi Iacono, Laurie Koike, Daniel Martin, Cameron Esteps, Nancy Lesney, Nilay Demir

#### **I. Call to Order**

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

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

- Review and approve the Meeting Minutes.
  - Kasi Iacono made a motion to approve & file financials, 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 9:34 am. No public present, and comment was closed.

#### **V. Action Items**

1. Vacancies on the Board
  - 1 open position (Shade Hotel)
    - i. Secretary position still needs to be filled
      1. Rotation of minute taking will commence next meeting if position is not filled
        - a. Rebecca Elder reviewed the open positions. No volunteers for the Secretary position, so the Board will rotate taking meeting minutes. Rotation will proceed in alphabetical order at the next meeting; the note taker will be noted on calendar invite. It is the responsibility of the person designated to take notes to shift swap if needed.
2. PS&M marketing plan
  - Discussion/Approval of marketing initiatives and direction
    - i. Daniel Martin asked for feedback on recent demand/travel trends in market to help guide strategy. He explained that PSM could move levers and shift spend depending on the trends. Rebecca Elder shared that demand was returning for Portofino Hotel, she was seeing short term pickup from the drive market. Kasi Iacono noted the same

trend for Sonesta, largely in the drive market. Both agreed that short term referred to a 3-7 day booking window.

ii. Vote of approval for Beach Life sponsorship

Daniel Martin explained that the BeachLife sponsorship value is great, especially with the announcement of second program in fall. He clarified to BeachLife that RBT was not looking for large 'at event' presence like a traditional sponsorship, instead they were looking for longevity vs a focused 3-day push at festival. Daniel Martin explained that this was more of a partnership on a digital side with an emphasis on how to attract digital footprint and audience on larger annual basis to encourage visits after attending or considering attending BL. Rebecca Elder made a motion to approve the sponsorship spend and Kasi Iacono second. A vote was held, no opposed and the motion passed.

iii. Vote of approval for Expedia quarterly campaign

1. This was approved last month, no action necessary.

- Discussion of marketing plan, search efforts, social media program, etc.
- Review of Creative Updates & Campaign Launch Progress
  - i. Nancy Lesney shared that the 'center of it all' campaign features new imagery, website and creative. The goal is to expand and cast a wider net from a geotargeting perspective. Nancy Lesney shared the micro landing pages used for all ads; noted Disney reintroducing many events that will be featured on the family attractions page. She also shared that Youtube and google display networks were live.
  - ii. Nancy Lesney shared proposed social media influencers and asked for feedback on the list. Kasi Iacono shared that Best Life & Beyond was wonderful to work with and had detailed stories, she strongly recommended them. Kasi Iacono shared that the audience and followers were on target for both the hotel and destination. Daniel Martin said that the majority of budget for influencers was in LA/So Cal regional with 1-2 out of region. The total budget is \$16K for buyouts which includes hotel reimbursements for rooms, travel and cost from influencer. PSM was to take Board suggestions, begin outreach and return with date/hotel recommendations. Daniels shared that the influencer demographics and content must be on point with RBT goals. The daily agenda would include meal in RB, a 'center of it' all event (game/museum) and return to RB for evening. Targeting May dates.
  - iii. Podcast opportunity presented; lifehacksla reached out to solicit a representative of RBT to come on and talk about Redondo Beach. Manhattan Beach has been featured with activities in city, retail, dining experience. Nancy Lesney shared that this is a great PR opportunity, and it was being offered for free. Rebecca Elder offered, Kasi agreed. Laurie discussed city has no representative and suggested RBT could expand and partner with Riviera Village. Daniel shared Mayor was a consideration, dial in with waterfront/Riviera Village or 2 hoteliers. Greater discussion about 2 representatives; discussion of travel and tourism. PSM will reach out to coordinate and follow up in next 30 days.
- Review of Organic Social Media
  - i. Metrics were reviewed.
- Review of Monthly Digital Analytics

Rebecca Elder mentioned the increased digital spend that was split between February and March, and asked if current funds allocated were enough for Q2 or if the Board should consider supplementing the budget. Daniel Martin explained that the strategies were competitive, and could be revisited after March results. He noted that there were several events happening that could affect spend such as the Expedia campaign and BeachLife festival coverage. PSM will present a

revised April – June calendar at the next meeting based upon March results. Rebecca Elder made a motion to approve the March spend, and Kasi Iacono seconded. A vote was held, no one opposed and the motion passed.

**VI. Informational Items**

1. Update on Collections

- Board Advisor Laurie Koike updated the RBTT Board of Directors on collection efforts; the December distribution was approved at \$70,186.04.

**VII. Miscellaneous Items**

1. Set Next Meeting

- Board Chair Rebecca Elder confirmed the next meeting date of Monday, 3/21/22 at 9:30 am as a virtual/Teams meeting

**VIII. Adjournment**

Board Chair Rebecca Elder closed the meeting at 10:31 am 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.