

# Redondo Beach Travel and Tourism

## Board of Directors Meeting

### Meeting Minutes

Friday, March 15<sup>th</sup>, 2024 at 1:00 pm

Teams meeting

Dial in number 267.807.9495

Access code 502-231-370

Attendees: Rebecca Elder, Kasi Iacono, Nancy Lessney, Daniel Martin, Kenya Bannister, Nellie Rodriguez (HGI, Garden, Homewood)

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

Board Chair Rebecca Elder called the meeting to order at 1:32 pm.

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

Review and approve the Meeting Minutes. Rebecca Elder made a motion to approve and file, Kasi Iacono seconded. A vote was held, no opposed, and the motion passed.

#### **III. Approval of Financials**

Review and approve Financials provided by Treasurer, Kasi Iacono. Financials were reviewed. Rebecca Elder made a motion to approve and file, 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 1:39. No public was present, and comment was closed.

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

##### **1. PS&M Marketing Review**

- Discussion/Approval of marketing initiatives and direction

##### **i. Review/approval of digital spend**

1. Rebecca Elder made a motion to approve \$15K relocation from A&G to Sales & Marketing; the additional funds can be allocated to Expedia digital spend, social or general digital to help drive traffic. Kasi Iacono seconded, a vote was held and no opposed, the motion passed. Nancy Lessney will provide metrics on Expedia campaign.

##### **ii. Social Influencer planning and approval**

1. \$4k allocated in the marketing plan for April, May and June. PSM is working with influencers – they are moving forward with an influencer that has had

collaborations with Anaheim and Carlsbad DMO's. PSM is also exploring best of LA food scene and Secret Los Angeles.

iii. Ongoing discussion

- Discussion of marketing plan, search efforts, social media program, etc.
- Review of Creative Updates & Campaign Launch Progress
  - i. New campaign presented by Daniel Martin that included group travel, college and NFL football, Greek travel, bleisure. Kasi Iacono suggested soccer/Dignity Health may be an area of focus
- Review of Organic Social Media
- Review of Monthly Digital Analytics

2. Discussion and vote on additional marketing spend in Q2

1. Rebecca Elder made a motion to approve \$15K relocation from A&G to Sales & Marketing; the additional funds can be allocated to Expedia digital spend, social or general digital to help drive traffic. Kasi Iacono seconded, a vote was held and no opposed, the motion passed. Nancy Lessney will provide metrics on Expedia campaign.

3. 4<sup>th</sup> of July fireworks update from the City

- Dave Charobee shared that the city is in discussion with a vendor for fireworks over King Harbor at the same location as prior years.

**VI. Informational Items**

1. Update on Collections

- Representative from The City of Redondo Beach will update the RBTT Board of Directors on collection efforts

Dave Charobee shared TOT collections year to date:

<b>Transient Occupancy Tax FY 2024</b>	
	July 2023 - June 2024
Collected	\$ 4,331,192
Budgeted	\$ 6,781,822

**VII. Miscellaneous Items**

1. Set Next Meeting

- Board Chair Rebecca Elder confirmed the next meeting date for 6/11 at 1pm and mentioned that RBT is taking volunteers to host in person.

**VIII. Adjournment**

Board Chair Rebecca Elder closed the meeting at 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.