

Redondo Beach Travel and Tourism

Board of Directors Meeting

Meeting Minutes

Monday, March 16th at 9:30am

Telephonic

Attendees: Rebecca Elder, Kasi Iacono, Sandra Vivas, Raechel Prochnow, Jan Drumright, Laurie Koike & Elizabeth, Daniel Martin, Cameron Esteps

A vote was held; Rebecca Elder – aye, Kasi Iacono -aye, Sandra Vivas - aye, Raechel Prochnow - aye, Jan Drumright – aye. The proposal was approved.

I. Call to Order

Board Chair Rebecca Elder will call to order the RBTT Board of Directors Meeting. Roll call was taken and the following attendees were present: Rebecca Elder, Kasi Iacono, Sandra Vivas, Raechel Prochnow, Jan Drumright, Laurie Koike & Elizabeth, Daniel Martin, Cameron Esteps

II. Approval of Minutes

Review and approve the Meeting Minutes

- Minutes from the February 24th meeting will be routed to the RBTT Board by Chair, Rebecca Elder. Rebecca Elder made a motion to approve; Sandra Vivas seconded. A vote was held via roll call to approve and file the 12/9, 1/20 and 2/24 minutes; Rebecca Elder – aye, Kasi Iacono -aye, Sandra Vivas - aye, Raechel Prochnow – aye. The motion passed.

III. Approval of Financials

- Financials were provided & reviewed by Kasi Iacono, Treasurer. Rebecca Elder made a motion to approve and file, Sandra Vivas seconded. A vote was held via roll call to approve and file; Rebecca Elder – aye, Kasi Iacono -aye, Sandra Vivas - aye, Raechel Prochnow – aye. 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, no public was present and public comment was closed at 9:42 am.

V. Action Items

1. Open Board Position

- Rebecca Elder mentioned that she had received feedback that the Secretary position should be filled rather than using rotating Board Members to take notes. She shared that Jan Drumright of The Portofino had volunteered to serve as Secretary as well as a new Board Member. Rebecca asked if any other properties had volunteers, none did. Rebecca made a motion to approve Jan as a Board Member and Secretary of RBT. Sandra Vivas seconded, and a vote was held via roll call; Rebecca Elder – aye, Kasi Iacono -aye, Sandra Vivas - aye, Raechel Prochnow - aye, the motion was approved.

2. Discuss of impact of Coronavirus

- Rebecca Elder discussed the impact of COVID19 on the hotel industry and shared that she asked PSM to reduce the budgets to 50% initially (noted it was a preliminary estimate) and asked for feedback on that figure. Sandra Vivas shared that she felt we should be more conservative, closer to 25% of normal. She mentioned that marketing would not sway travel at this point, so future marketing initiatives should be suspended. Rebecca agreed that a conservative strategy was a good idea given the unpredictability of the pandemic.
- Daniel Martin shared that original game plan was to spread \$50K over the next 2 months; marketing plan for 4-8 weeks and extend as needed, including social media posts with restaurant closures. Marketing plan will be adjusted to incorporate the cancellations of social events (BeachLife) etc... and shift focus to local, drive market travel. PSM is putting together a scaled back marketing plan that will reduce display/digital advertising and social media. Rebecca Elder made a motion to approve marketing spend of 25% for next 8 weeks and put cuts in play immediately, Sandra Vivas seconded. A vote was held via roll call to approve and file; Rebecca Elder – aye, Kasi Iacono -aye, Sandra Vivas - aye, Raechel Prochnow - aye, Jan Drumright
- Laurie Koike asked if there was a way for hotels to share data on the impact of Coronavirus. Rebecca suggested the hotel should reach out to the city directly so they could freely share info.

3. PS&M to presenting a marketing plan for 2020-21 was tabled due to the pandemic.

4. PS&M Marketing Update

- Daniel Martin explained that the impact of cancellations due to coronavirus has been taken into account with the revised marketing plan including BeachLife, Spring Break, NCAA and meeting, business messaging has been cancelled. They are cutting fly market funds and focusing on very local drive market coming for staycation.

5. CVENT marketing options

- Rebecca Elder made a motion to revisit the CVENT proposal in 60 days to see what transpires with the pandemic. Raechael Prochnow seconded and a roll call vote was held to approve: Rebecca Elder – aye, Kasi Iacono -aye, Sandra Vivas - aye, Raechel Prochnow – aye, Jan Drumright – aye. The proposal was approved.

VI. Informational Items

1. Update on Collections

- Board Advisor Laurie Koike will update the RBTT Board of Directors on collection efforts.

VII. Miscellaneous Items

1. Set Next Meeting

- Board Chair Rebecca Elder confirmed the next meeting on April 20 as a telephonic meeting.

VIII. Adjournment

Board Chair Rebecca Elder adjourned the meeting at 10:16a, 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.