

Redondo Beach Travel and Tourism

Board of Directors Meeting

Meeting Minutes

Monday, March 21, 2022 at 9:30am

Teams call

Attendees: Raul Escobedo, Rebecca Elder, Kasi Iacono, Laurie Koike, Daniel Martin, Cameron Estep, Nancy Lesney, Nilay Demir

I. Call to Order

Board Chair Rebecca Elder called to order the RBTT Board of Directors Meeting at 9:31am.

II. Approval of Minutes

- Review and approve the Meeting Minutes.
 - Kasi Iacono made a motion to approve & file minutes, 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. PS&M marketing plan
 - Reviewed micro landing pages.
2. Influencer Marketing Recommendations
 - Negotiating with 3 influencers to highlight Redondo Beach "Center of it All" campaign. Yellow Productions, lifehacksla, and aly.andco, each targeting differing demographics.
 - Rebecca Elder to be featured on lifehacksla podcast promoting Redondo Beach Tourism.
3. Advertising Media Plan
 - Spring travel is increasing and in May family theme park page will be added. Landing page for Downtown LA will be added in June. Spend will increase each month incorporating new key words.
 - Rebecca Elder made a motion to approve April – June Media spend. Kasi Iacono seconded. A vote was held, no opposed and the motion passed
4. 30-day Look-Back Digital Reporting
 - Reviewed Google key words. Both impressions and clicks have improved. Additional key words will be added into summer.

- Reviewed Facebook ads. Impressions have also increased.
- Website traffic has decreased, specifically first week in March. Decrease was seen in returning visitors rather than new visitors.
- 5. 30 day Look-Back Organic Social Reporting
 - Profile views have increased 13%. Website clicks have increased 500% and Instagram followers increased over last 30 days.
 - Reviewed top performing organic posts based on engagement.
- 6. aRES Traffic
 - Reviewed booking engine report for period 2/16 – 3/15.
- 7. BeachLife Festival 2021 Metrics
 - Metrics revealed that majority of people attending are within the LA and San Diego markets.
 - Discussed potential for participating in BeachLife Festival Sweepstakes which awards one winner 4 VIP passes + hotel. Proposed not to include hotel this year as last year's winner was local. Will participate and award 2 passes not including hotel so financial burden is not placed on the hotels.

VI. Informational Items

1. Update on Collections
 - Board Advisor Laurie Koike updated the RBTT Board of Directors on collection efforts; the January distribution was approved.

VII. Miscellaneous Items

1. Set Next Meeting
 - Board Chair Rebecca Elder confirmed the next meeting date of Monday, 4/18/22 at 9:30 am as a virtual/Teams meeting

VIII. Adjournment

Board Chair Rebecca Elder closed the meeting at 10:12 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.