

# Redondo Beach Travel and Tourism

Board of Directors Meeting

## Meeting Minutes

Monday, April 18, 2022 at 9:30am

Teams call

Notes compiled by Rebecca Elder

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

### I. Call to Order

Board Chair Rebecca Elder called to order the RBTT Board of Directors Meeting at 9:38am.

### II. Approval of Minutes

Review and approve the Meeting Minutes

- Rebecca Elder made a motion to approve & file minutes, Brandon Goffner seconded. No opposed and the motion passed.

### III. Approval of Financials

Review and approve Financials provided by Board Chair Rebecca Elder

- Rebecca Elder reviewed the financials. Rebecca Elder made a motion to approve & file financials, Brandon Goffner seconded. No opposed and the motion passed.

### IV. Public Comment

Board Chair Rebecca Elder opened public comment at 9:39am, Nina Zack Ladd presented a sponsorship opportunity for CA 101 Pop Up Gallery.

### V. Action Items

1. PS&M marketing plan
  - Discussion/Approval of marketing initiatives and direction
    - i. LifeHacksLA podcast update
      1. Rebecca Elder shared that Stefan was a great advocate for Redondo Beach, and the conversation went well. Podcast will drop on 5/4.
    - ii. Review/approval of digital spend
    - iii. Social Influencer planning and approval
      1. Center of It All Adventure: LA field trip – Yellow Productions – 5/7/22. Staying at Shade hotel, content should be up 2 weeks after visit
      2. Staycation: Be a Tourist in Your Own Town – LifehacksLA – 6/4/22. Staying at Portofino Hotel; agenda includes local dining, visit to the Farmers Market
      3. Center of It All: Family Fun Weekend - Alyandco – 6/10-11. Staying at Sonesta and promoting day activities.

- a. Rebecca Elder commented that she wanted to ensure all influencer opportunities were presented to all hotels.
- iv. Ongoing discussion
  - 1. BeachLife sponsorship
    - a. Nancy Lesney presented campaign details and newsletters.
  - 2. Expedia campaign update
    - a. Expedia ads were shared, Redondo Beach Tourism has the main spot. We will receive results in mid-May and present in subsequent meetings. Link to offer is: <https://www.expedia.com/lp/b/ms-b-co-op-exp-us-los-angeles-q2-2022?siteid=1&langid=1033?preview=true&cache=false>
- o Discussion of marketing plan, search efforts, social media program, etc.
  - i. Micro landing pages are up for Sofi Stadium, PS&M is developing the Family Attractions currently with an estimated launch of 5/31.
  - ii. There is an Expedia international co op opportunity, Nancy Lesney will provide more information.
  - iii. The ARes contract is up in September, PS&M will discuss new terms and present details.
- o Review of Creative Updates & Campaign Launch Progress
- o Review of Organic Social Media
  - i. Nilay Demir presented analytics, and top performing posts were shared.
- o Review of Monthly Digital Analytics
  - i. Nancy Lesney presented analytics, impressions & clicks trending up and sporting event pages gaining traction.

## **VI. Informational Items**

- 1. Update on Collections
  - o Board Advisor Laurie Koike will update the RBTT Board of Directors on collection efforts
    - i. Feb collection is up for approval at City Council, the amount is \$36,104.36

## **VII. Miscellaneous Items**

- 1. Set Next Meeting
  - o Board Chair Rebecca Elder will confirm next meeting date, along with a decided location.
    - o Next meeting will be on Monday, 5/16 and will be virtual/Teams.

## **VIII. Adjournment**

Board Chair Rebecca Elder will close the meeting, with no further business to report.

- o Meeting adjourned at 10:33am.

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.