

Redondo Beach Travel and Tourism

Board of Directors Meeting

Meeting Minutes

Monday, May 16, 2022 at 9:30am

Teams call

Notes compiled by Kasi Iacono

Attendees: Kasi Iacono, Rebecca Elder, Brandon Goffner, Laurie Koike, Nancy Lesney, Maddie Davis, Nilay Demir,

Raul Escobedo, Ian Santos

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 the minutes, Raul Escobedo seconded. No opposed and the motion passed.

III. Approval of Financials

Review and approve Financials provided by Board Chair Rebecca Elder

- Kasi Iacono reviewed the financials. Rebecca Elder reminded the Board that the Market District Plan has certain allocations for Contingency, Admin & Ops and Sales & Marketing. The Board can make recommendations to reallocate funds from Contingency and Admin & Ops (since there's no office space expense and currently have only QuickBooks fee) to Sales & Marketing if the need is appropriate (ie fund a partnership). Rebecca Elder mentioned the February 2022 Disbursement of \$36,104.36 seemed low compared to January 2022 Disbursement of \$57,865.75. Laurie Koike said she'll check since she does not receive the details, March's Disbursement is \$74K so there could be a delay so it's a timing issue. Rebecca Elder made a motion to approve & file financials, Kasi Iacono seconded. No opposed and the motion passed.

IV. Public Comment

Board Chair Rebecca Elder opened public comment at 9:36am. No public present, and comment was closed.

V. Action Items

1. PS&M marketing plan
 - Discussion/Approval of marketing initiatives and direction
 - i. LifeHacksLA podcast
 1. Went live on 5/4, 30-40 minute podcast. Rebecca Elder shared LifeHacksLA was a fan of Redondo Beach and is a local who lives in Palos Verdes so was familiar with different aspects of the city. It was a nice conversation covering what's great about the city, hit the high points of the city like location to other activities, the charm of

the different areas of the city like Riviera Village/the Pier/North Redondo. Rebecca share it was a good opportunity for Redondo for the exposure.

- ii. Review/approval of digital spend
 - 1. April/May and June has already been approved. Rebecca Elder shared for the next meeting that we may to revisit as we go into peak season and anticipate more of the drive market traffic. May and June has around \$8K in spend and then drops to \$5K in July and August, we may want to increase spend to maximize bookings. Nancy confirmed we can discuss more next month.
- iii. Social Influencer planning and approval
 - 1. Center of It All Adventure LA Field Trip – Yellow Productions – 5/7/22. Stayed at Shade Hotel. 17 minute video content on YouTube, Downtown LA/LA Live to the Beach. Video not live yet so let Nancy know if there's any concerns.
- iv. Ongoing discussion
 - 1. BeachLife sponsorship
 - a. Nancy Lesney shared the video that was on rotation during Beachlife
 - 2. Expedia campaign update
 - a. Q2 LA Co-Op Campaign usually provides information half way through the program and at the end of the program, none received yet as we're just coming to the half way mark but Nancy Lesney have will information for the next meeting.
- Discussion of marketing plan, search efforts, social media program, etc.
 - i. Video Ads have been running on Social and static image ads will be added for new Social Media Ads which will keep with the Center of It All theme.
- Review of Creative Updates & Campaign Launch Progress
 - i. Nancy Lesney shared PSM has been working on micro landing pages with Sporting Events, Family Attractions, Theme Attractions just launched at the beginning of May. Downtown LA Cultural landing page will launch at the end of May, beginning of June.
- Review of Organic Social Media
 - i. Nilay Demir presented analytics and top performing posts were shared which were sunsets and Beachlife Festival
- Review of Monthly Digital Analytics
 - i. Nancy Lesney presented analytics looking at search campaign, impressions are up quite a bit, added landing page views in addition to the booking page to control Cost Per Click and bring in relevant traffic to the search campaign and why there's a big jump in conversions. Bulk of traffic coming from CA (San Diego, Riverside) so focusing on the drive market is good which will increase through Summer. Also receiving hits from Nevada, Texas, Arizona and Virginia.

VI. Informational Items

1. Update on Collections

- Board Advisor Laurie Koike will update the RBTT Board of Directors on collection efforts
 - i. March disbursement is \$74,461.27 and Laurie will look into the February amount for \$36,104.36, could just be a timing issue.
 - ii. Laurie Koike confirmed the 4th of July Fireworks will be taking place on the 4th, 2 shows similar to last year, 9pm in the Harbor, 9:20pm on Avenue I near Riviera Village

VII. Miscellaneous Items

1. Set Next Meeting

- Board Chair Rebecca Elder will confirm the next meeting date, along with a decided location.
- Next meeting will be on Monday, 6/20 and will be virtual/Teams at 9:30am-11am.

VIII. Adjournment

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

- Meeting adjourned at 10:07am.

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.