

Redondo Beach Travel and Tourism

Board of Directors Meeting

Meeting Minutes

Attendees: Rebecca Elder, Kasi Iacono, Raechel Prochnow, Justin Jaramillo, Michael Murray, Laurie Koike, Daniel Martin, Cameron Esteps, Melissa Alvarez.

Monday, June 8, 2020 at 9:30am
Conference Call - dial in 720.835.5596 id 26558

I. Call to Order

Board Chair Rebecca Elder called the RBTT Board of Directors Meeting to order at 9:41am and took a roll call.

II. Approval of Minutes

Review and approve the Meeting Minutes

- Minutes from the May 18th meeting will be routed. A motion to approve and file was made by Rachael Prochnow, Kasi Iacono seconded. A vote was held, no opposed – motion carried.

III. Approval of Financials

Review and approve Financials provided by Kasi Iacono, Treasurer. Rebecca Elder made a motion to approve and file, Rachael Prochnow seconded. A vote was held, no opposed – motion carried.

IV. Public Comment

Board Chair Rebecca Elder opened public comment at 9:43am. No public was present, and comment was closed.

V. Action Items

1. Vote on Bylaw amendment

- Changing a quorum to equal a simple majority of present Board members versus 4 board members was discussed. Rebecca Elder made a motion to approve, Rachael Prochnow seconded. A vote was held, no opposed – motion carried.

2. Open Board Seats will be discussed, and a vote held on new Board members

- Shade Hotel nominated Melissa Alvarez, acting General Manager to take over Sandra Vivas' term as Vice Chair.
- Campus Hotels nominated Justin Jaramillo, the General Manager of Residence Inn to fulfill the term of their open board seat.
- Portofino Hotel did not have a nominee for the open board seat, or role of Secretary.

A vote was held to approve the 2 new board members. All were in favor, no opposed and the board seats were confirmed. 1 open seat remains.

3. PS&M revised marketing plan

- Approval of short-term creative campaigns and budgets

- i. Daniel Martin & Cameron Esteps shared the creative for upcoming digital campaigns, proposed July media spend (including Expedia campaign) along with the Q3-4 spend allocations. Rebecca Elder made a motion to approve the \$35K spend for July, including a \$22K spend for Expedia campaign. Michael Murray seconded, and a vote was held, no opposed – the motion carried.
- ii. RBT Staycation Incentive was discussed, and the board debated between a third night free allocation to each hotel that would total \$30K (roughly \$2K per hotel) or a drive market campaign live on the RBT site and include a \$25 gas credit per stay (funded by RBT). The board decided on the gas credit as it was easier for the hotels and RBT to execute. Each hotel would be featured on the RBT site and cards would be distributed to the hotels as needed.

4. Annual Meeting & Annual Plan

- Rebecca Elder mentioned that the Annual Report and Statement would need to be prepared within 120 days of end of the fiscal year (which is August 31). The template that Civitas provided for last year will be used to complete this years report.

VI. Informational Items

1. Update on Collections

- Board Advisor Laurie Koike stated she did not have the disbursement amount yet, and would send it to the Treasurer once it was ready.

VII. Miscellaneous Items

1. Set Next Meeting

- The Board discussed the next meeting date of July 20th and there were no conflicts.

VIII. Adjournment

Board Chair Rebecca Elder adjourned the meeting 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.