

Redondo Beach Travel and Tourism

Board of Directors Meeting

Monday, June 17th at 9:30am

The Redondo Beach Hotel, 400 N. Harbor Drive, Redondo Beach, CA 90277

Present:

1. Rebecca Elder, Board Chair
2. Kasi Iacono, Board Treasurer
3. Michael Murray
4. Rey Rodriguez
5. Sandra Vivas, Vice Chair
6. Laurie Koike, city of Redondo beach
7. Raechel Prochnow

Guests:

1. Daniel Martin, PMS Communication Arts
2. Vahik Gregorian
3. Jeff Perkins, Portofino GM
4. Mike Ward
5. Rick Bender

I. Call to Order

Board Chair Rebecca Elder called the meeting of the Board of Directors to order at 9:32am.

II. Approval of Minutes

The minutes from the Board of Directors Meeting held on May 20th were reviewed and considered. Board Chair Rebecca Elder called for a motion to approve the minutes, and Sandra Vivas seconded. A vote was held, and the motion carried as follows: aye – everyone

III. Approval of Financials

Kasi Iacono, Board of Treasurer routed and reviewed the updated financial report. Kasi stated the balance is currently \$201,446.20. Referred to financial statement.

Board Chair Rebecca Elder called for a motion to approve the financials. Sandra Vivas, Vice Chair seconded. A vote was held, and the motion carried as follows: Aye – everyone.

IV. Public Comment

Board Chair Rebecca Elder opened for public comments. No comments from the public.

V. Action Items

1. Co-Sponsorship opportunity for city walking map presented by Mike Ward.
Mike Ward addressed the board. Ward stated that he found out today that Rivera Village will not be on the map. He specified that he wants Rivera on board but does not know what he will have to do to secure them to be on the map. He showed concern if their map included Rivera Village it would be too cluttered. The map is a great opportunity for hotels, restaurants, and local shops. This is a one-time opening for the business around the area. Ward stated that the goal is to consolidate the map. The Chamber is in support of the map. Ward has a good graphic designer by the name of Maryann who he will get in touch with and see how much she costs. The board requested for a quote and number of maps that would need to be printed. The map will be updated twice a year. Proposal is for RVA and RBTT to fund the walking map project. Ward will follow up with the Pier Harbor Association meeting in July with the goal of including pier restaurants.

Concerns came up while talking about the walking map:

- Will there be a shuttle service to North Redondo area from Rivera?
- Will the map be indicating what we have in the North area?
- Will the shuttle be aligned with walking map?

Board Chair Rebecca Elder called for a motion to continue walking maps to next month. A vote was held, and the motion carried as follows: Aye – everyone.

2. Co-sponsorship opportunity for 4th of July Fireworks
The Rivera Village association is not in favor of moving the fireworks North of Avenue I, and the sponsorship opportunity for 2019 has dissolved. The original donors would like to keep the display further South as it has been done in the past when it was privately sponsored. Mike Ward discussed that next year's fundraising efforts are to move the fireworks to the Avenues and to develop a partnership between the Village, City of Redondo Beach and other organizations. Laurie with City of Redondo Beach stated that the fireworks will be outside the harbor this year in the same location, and the city is funding it entirely. The total of the firework show will be \$67,000. The city voted to have fireworks outside of harbor which will be bigger, better, higher. Rick Bender presented the information for the firework show for 2020. They will be launched further south and there will be an event in village for 4th of July with live music, beer garden, etc... The seating area will be along esplanade – 1 ½ miles of seating to watch the one show. Also, possibly block off some parts of esplanade with safety barricades (only if city approves). A major sports team wanted to restore South

Bay fireworks, but it was too late in the agenda for this year. Next year start earlier and make this happen. Rebecca Elder agreed that the fireworks show was an economic boon but expressed concern the moving the fireworks would negatively impact the hotels as they would not have the same views. The sponsorship opportunity was presented based on the current location. Rick Bender to provide more information on 2020 at a later date.

3. PSM Communications

Daniel Martin presented an update of how the Redondo Beach Tourism website will look like and their objectives. The tag line is “Classic California. Instant Local”. The website will be in long form and there will be tabs at the top that you could click to take you to your desired location. PSM presented a media plan that outlined their objectives, which are: **To align** the evolved positioning and creative messaging for Redondo Beach Tourism. With a strategic outreach plan that ensures the leisure and business travel sectors are informed of the city’s diverse collection of hotels. **To execute and plan** a fully integrated media plan that makes use of a wide variety of channels to achieve the Tourism Board’s number one priority: online direct room night bookings across all Redondo Beach hotels. They are not offering any special savings through the tourism website – single click to the hotels direct booking pricings. **To reach** a select group of target audiences – Leisure Travel and Business Travel. Segment each of these two groups into TWO-HOUR DRIVE & TWO-HOUR FLIGHT. All digital targeting and strategic outreach will fall into one of these four sectors. Specific audiences will be defined – family vs. young couple, active adults vs. young professional and group business vs. overnight business. PSM is planning to create a mobile map with Google API. The app will be easy access and show how to get places with different options like uber, bike, or walk. The app will have zoom pins dropped on the areas/ destinations and clarify close proximity. This is not finalized yet and they are still taking suggestions. **To drive** web visits to RedondoBeachTourism.com that translate to direct booking at each of the Tourism Board’s participating hotels. All board members will have access to reporting suites so they can monitor progress. They can also watch for the tourism website to be a referring site to their own hotels. **To introduce** the incredibly diverse collection of hotels available at RedondoBeachTourism.com while also providing a storytelling backdrop around the Redondo Beach – lifestyle, amenities, accessibility, history, relationship to the ocean, and local events. **To re-launch** all social media channels from the Visitor Bureau and engage all audiences across social media platforms with a consistent, valuable, and authentic voice that drives engagement, shares, and growth of the follower base beyond the immediate Redondo Beach residences. The Board wanted to ensure PSM addressed engagement. PSM clarified that there are two different types: Organic Space and Ad Spaces. PSM will monitor both and respond as needed. For the negative comments they should be addressed and only those with profanity would be blocked or hidden. Jeff suggested to have a city contact

information and that we should respond by saying, “Here is an email to someone in the mayor’s office...” Sandra suggested to have a subcommittee for social media task force to handle/ address, but at the PMS office there is someone full time looking at the comments. Lastly, PMS asked for admin access for the accounts they are re-launching. They sent in request and cannot work more on it until access is granted. Board Chair Rebecca Elder will look more into this.

To produce two engagement-based FAM TOURS for both paid social media and editorial sources tied to both Redondo Beach’s leisure travel experience (September) and its business travel experience (NOV/DEC). **To create** a series of digital ad assets – video, programmatic, email, social, search and more – that are highly targeted towards leisure and business travelers with an emphasis on A/B testing to ensure the best and most compelling creative is defined and then refined over time. Shoots 2 & 3 will be complete by July 1 (weather pending). There are some general issues with the Hotel Partner Assets. The issue is that they are not being responsive.

PMS requested to spend \$71k which was already approved and on the budget. Board Chair Rebecca Elder called for a motion to approve the proposal on Q₃ spending approval for \$71k was approved. A vote was held, Aye – everyone.

4. Summer Expedia Campaign
Expedia LA Summer Landing Page is live and PSM will send regular progress reports.
5. Replacement of Board Secretary position
Stacy Rivera, Board Secretary resigned. Currently looking for a new Board Secretary. Redondo Beach hotel is interested in holding the seat on the board.

VI. Information items

Board Advisor Laurie Koike updated the RBTT Board of Directors on collections efforts of \$68,570. Laurie Koike will get back with information on the update on 2020 beach life festival dates.

VII. Miscellaneous Items

Next Meeting

Board Chair Rebecca Elder announced the next RBTT Board of Directors meeting be scheduled for Monday, July 15th at 9:30am. Michael Murray offered to have the next board meeting at the North Campus Hotel.

VIII. Adjournment

With no further business to report, Board Chair Rebecca Elder closed the meeting.