

Redondo Beach Travel and Tourism

Board of Directors Meeting

Monday, July 15th at 9:30am
Homewood Suites 2430 Marine Avenue Redondo Beach, CA 90278

Present:

1. Rebecca Elder, Board Chair
2. Michael Murray
3. Rey Rodriguez
4. Sandra Vivas, Vice Chair
5. Laurie Koike, city of Redondo Beach

Guests:

1. Daniel Martin & Cameron Estep, PMS Communication Arts
2. Quinn Fitzgerald, Toya McKenzie and Marci Klein representing World Open Water Swimming Association

I. Call to Order

Board Chair Rebecca Elder called the meeting of the Board of Directors to order at 9:33 am.

II. Approval of Minutes

The minutes from the Board of Directors Meeting held on June 17th were reviewed and considered. Board Chair Rebecca Elder called for a motion to approve, Michael Murray motioned, and Sandra Vivas seconded. A vote was held, and the motion carried as follows: aye – everyone

III. Approval of Financials

Rebecca Elder, Board Chair routed and reviewed the updated financial report. Rebecca stated the balance is currently \$105,622.80. Referred to 7.15 financial statement. Rey Rodriguez made a motion to approve and file, Michael Murray 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 Jeff Ginsburg. Jeff Ginsberg requested a continuance to the August meeting as he is still working with the Pier Association.

2. World Open Water Swimming Association (WOWSA)

Quinn Fitzgerald introduced WOWSA, who is the int'l organizing body for open water swimming. Their goal is to become the 'Iron Man' of open water swimming – gamify and create cultural cache around swimming. They maintain a blog with 18K articles, 100K monthly active users, professional services, coaching etc.. and are launching a POD – online social network, completion badges, mailing list of 60K Global event calendar, annual awards of man/woman of year, premier 10K race every year. The 3 key executives are: Steven Munatonez founder, who go open water swimming as an event into the Olympics in 2012. Tony Archwelles brought open water swimming to Mexico, lives in MX City, key public figure and the 7th person in world to do Ocean 7 (7 major channel crossing). Quinn Fitzgerald is the CEO, and a world champion ice swimmer. Quinn reviewed the following presentation:

https://docs.google.com/presentation/d/1P_RXyMS2tnd3aAtkXdjAG8gxd3Q8-y1pPbMjbdmjHbw/edit

Road to 2020

Step 1. Goal is to introduce Redondo Beach to the country at WOWSA OceanFest. Establish us as a premier destination with active lifestyle.

Step 2. Leverage political Olympic contact to approach the IOC and NBC to hold the open water swim to Redondo. NBC is major decision maker; Long Beach has an 'unofficial nod' however the Harbor is less than ideal with industrial views. Redondo offers much better visuals with the Palos Verdes peninsula and viewing platforms along the Esplanade.

Quinn shared that he attended an open water swim event recently with 600 swimmers, and a total of 1000 people with spectators. He noted it was a great event, but many folks left right after. His goal with OceanFest is to keep people in Redondo with a festival style atmosphere. The 2-day Festival will focus on health, fitness, lifestyle, DJ, music, beer garden, kids relay in the Lagoon, Guinness World Records, Food Trucks, kids & family activities. He is looking to expand into the community.

OceanFest dates are 10/5-6 and the following races will be held:

SUP – 200 people

Prone - 100 people

100M - 150

200m - 150

1K - 200

5K - 100

10k -100 people which will be Jr guard, SUPers, surfers

Partnership: Looking to define Redondo as 'home to open water swimming'
Catalina is the second most popular channel in the world, which make Redondo

ideal since it's so close. There are several races already in the city and adding allure of Olympics makes it more compelling for swimmers. Quinn's goal is to expand from swimming community into family wellness to bring more visitors, children camps, etc... Estimated attendee's include:
1000 day/500 overnight visitors in 2019, 1500 day/1000 overnight in 2020 and 2000 day/1000 overnight in 2021. Sonoma got an economic boost from bringing the Iron Man

Quinn Fitzgerald requested 10-15% of Projected Spend to support robust PR & Marketing campaign, ensure memorable experience for visitors. Rebecca Elder asked for clarification on revenue; do the day visitor totals in the presentation include overnight? Sandra Vivas clarified that the request is \$39K to have the WOWSA in Redondo, Quinn Fitzgerald clarified that the event is in Redondo, this would be sponsorship. He anticipated a \$390,000 weekend spend, and a \$40K contribution. Daniel Martin asked about the name of OceanFest including Redondo Beach. Daniel Martin asked about opportunities to do an ad spend with email list and cross promote in that way with co-sponsor. Are they open to other sponsorship opportunities given that we're in year one? Toya mentioned that we are promoting RB as a destination. Daniel Martin asked for goal participants, Quinn Fitzgerald said 700 race registrations and they have 150 signed up so far. Registration fees are \$30 for the smaller races up to \$100 for the 10K. There will be talks and motivational speakers for a cost, as well as an awards event/luau. Festival tickets will be a \$10 at the door, and all events are at Seaside Lagoon. Quinn Fitzgerald wants to drive business through vendors and help people have dinner, meal, package hotel stays/all-inclusive package. Toya mentioned there was a lot of opportunity for aquatic and retail in general. Quinn Fitzgerald will send demographic slides, but it is a high-end demographic, especially international participants who would extend to a vacation. Daniel Martin asked for content to put on our channels to promote ASAP. Quinn Fitzgerald will share a dropbox folder. Marci Klein to provide more contact that will be distributed via meeting minutes.

Rebecca Elder expressed concern about a \$40K expense without a measurable ROI for the hotels. She suggested a co-marketing campaign might be more advantageous. Daniel Martin offered to get a specific bid/request from WOWSA. Laurie mentioned the team needed to develop numbers more thoroughly as a \$100 average rate was low for Redondo Beach. Sandra Vivas said that these types of races bring a lot of participants in the community with a good fiscal impact in her experience as a racer. Michael Murray liked the event for RBT's overall image with water sports and the brand of Redondo Beach, and he liked the idea of adding Redondo Beach to the title. Daniel Martin asked how we could ensure participants would staying hotels versus AirBNB, and the group discussed making hotel stays part of registration or tracking participants via our website with promo code. Michael Murray suggested that RBTT could fund

registration (or a percentage thereof) for hotel guests as our sponsorship opportunity and a way to guarantee hotel stays. Rebecca Elder really liked the idea and Daniel Martin said we could cap the registration for the first 100 people to help control costs. Michael Murray said hotels would need to assess whether they needed that business during that time period. Laurie Koike mentioned the smaller hotels would need to be involved so there was consistency among all hotels. Daniel Martin would suggest an eblast to WOWSA database with the offer. Rebecca Elder suggested that the hotels could invoice the registration, then RBT would reimburse.

3. PS&M Communications

PS&M said as of 7/1 we have formally launched the website going live, all hotel pages have been built out, interactive map is live with things to do and hotel locations. More pages will be added. The explore pages, dedicated info on meetings & events and the registration form is live. Social media launched prior to 7/4 and is a large portion of their efforts. PS&M gained access to FB admin, and the transition was flawless, engagement level has been very strong. PS&M is promoting a full scope of events, and the Instagram page is in review and evaluation. Daniel Martin asked the hotels to send any/all content they could. On Friday the Board will receive the first report from Google Analytics. It will show exact number of people who clicked out to hotel websites, as this is our #1 evaluation metric. For example, Residence Inn had 29 people click into booking page to date Hilton 22, Redondo Beach Hotel 32, Portofino 50 and Shade was off because there was testing. Since no pixels were added to the hotel proprietary sites, this is where PS&M analytics stops, and hotels can use referring domains that should be showing on our sites.

Creative assets: Ad units for Teen Choice have launched promoting our destination with a \$3K spend. Daniel Martin recommends we create 2-3 ad units and \$500 for different events (ie WOWSA) to continue to promote local events. Leisure and Business ad units are all set at \$5500 for FB/Insta spend and include many video ads. Key positioning point of close to LAX. The first set of email rental blasts will go out to 50K people as part of 'site impact' on the marketing plan. These lists are targeting hot weather drive market geotargets: families within a 20 mi radius of Riverside with 'beat the heat' activities; same ad runs in Temecula, San Bernardino, Bakersfield. These are \$550 each and should have a massive impact to quick traffic. Daniel showed a sample of the blast and explained the GIFS of things to do.

Daniel discussed that is an opportunity on the hotel sort of the RBT site because rates or rate ranges are not showing. This puts us at a disadvantage for direct bookings against Expedia because people must click out of each hotel to evaluate price point. Guests are clicking around to see different hotels, which is

not an ideal user experience. Daniel Martin proposed starting a google doc or low/avg nightly stay rate that hotels would submit to PS&M that they would then feed into the website. Michael Murray suggested OTA insight as a possible overlay to pull rates through. Daniel Martin offered to explore that option of using OTA insight. Rebecca Elder suggested using a seasonal average if OTA insight was not capable, Michael Murray agreed and suggested using 'starting from'. Michael/Rebecca suggested that using current day pricing might scare people away since the current price is much higher than the out of season rate. Rebecca Elder discussed using ARES connectivity so guests could check availability on the site (Ares would scrape live booking/rate info). Michael Murray mentioned that we have a significant expenditure on Expedia so this could be a shift to booking direct. Sandra Vivas said we should consider specific promotions for the RBT site, 'exclusives' to help combat the OTA contribution.

Daniel Martin said PSM did shoot some hotel shots themselves to increase content, and also skimmed logo's so the content would be up to date. Daniel Martin asked about critical feedback on the website and to set goals on how to improve and add content. Michael Murray asked about how to change hero images.

Michael Murray asked about a 'stay 2, 3rd night free' promotion in Q4 with a stipulation of an RBT exclusive, not featured on the hotel website individually. The Board agreed that it was good way to proceed.

Cameron Estep showed a sample digital marketing report that is updated weekly and explained the titles and there were some tests included in the info as of right now. Daniel Martin reiterated that clicks throughs to booking window will be the KPI for our PPC campaigns. He indicated that the first 'Tap Clicks' report would be distributed on 7/19 to the Board.

Daniel Martin said the photo shoot this Monday was cancelled because of the marine layer/light issues. PS&M will revisit in August when the marine layer isn't as much as an issue. PS&M has completed 6 days of shooting and reminded us that the hotels own all the imagery. All photog/video will be in an FTP site for hotels to download and use.

Daniel advised that the media plan is formally booked through September. 8/1 is final ad creative launch of secondary programmatic, you tube. Full media plan is active 8/1.

Daniel Martin presented Expedia LA Campaign info. Rebecca requested that the individual hotels receive the information versus distributing to the group to maintain individual hotels' privacy.

Daniel provided the PR update: there are a set of pitches for RBT and RBT Board, and goals with a local message of the impact of tourism on the city revenue, and continue to grow the message from there. The September push is leisure and social media fam trips. 3 days have been identified:

Day 1 editorial (no pay for play), AAA magazine, business reporters

Day 2 is local micro-level, non-paid influencers – strong social media followers looking for experience but are not looking to be paid

Day 3 1-2 higher level paid influencer that will co create pitch series and Insta stories.

All names will be presented at the August meeting for Board Approval.

November will be the same 3 day format, but with a business focus.

Daniel mentioned that BeachLife had reached out for future marketing opportunities and Daniel asked them to present to the Board. Daniel asked about the Board's interest in a 'give back' program in December that Rebecca brought up that would support a local charity. Rebecca explained that Visitor's Bureau had done a charity drive a couple of years before, and it would be nice to partner with a local charity. The Board asked PSM to identify partnerships and help define a program. Michael Murray mentioned that social responsibility is very important, and something the Board can work toward in their tourism efforts and suggested a food bank and homelessness.

4. Summer Expedia Campaign

Expedia LA Summer Landing Page information was distributed.

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 and no announcement has been made on her replacement.

VI. Information items

Board Advisor Laurie Koike updated the RBTT Board of Directors on collections efforts of \$144,825.23 that will be up for Council approval at the next meeting.

Laurie Koike did not have an update on 2020 BeachLife festival dates. Laurie would like the Board to discuss the year-end report at next months (August) meeting. RBT had 90 days until the end of Sept to put together report for Council, she will share requirements and we will select a council agenda date next meeting.

VII. Miscellaneous Items

Next Meeting

Board Chair Rebecca Elder announced the next RBTT Board of Directors meeting be scheduled for August, August 19th at 9:30am. Sandra Vivas offered to host at Shade.

VIII. Adjournment

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