

Redondo Beach Travel and Tourism

Board of Directors Meeting

Annual Meeting Minutes

Monday, July 26, 2021 at 9:30am

Conference Call - dial in 720.835.5596 id 26558

Attendees: Rebecca Elder, Kasi Iacono, Laurie Koike, Daniel Martin, Chanelle Dayrit, Cameron Esteps

I. Call to Order

Board Chair Rebecca Elder called to order the RBTT Annual Board of Directors Meeting at 9:31am.

II. Approval of Minutes

- Review and approve the Meeting Minutes.
 - Rebecca Elder made a motion to approve & file minutes, Kasi Iacono seconded. A vote was held, no opposed and the motion passed.

III. Approval of Financials

Review and approve Financials provided by Kasi Iacono, Treasurer.

- Rebecca Elder made a motion to approve & file minutes, Kasi Iacono seconded. A vote was held, no opposed and the motion passed.

IV. Public Comment

Board Chair Rebecca Elder opened the meeting to public comment at 9:36am. No public was present, so comment was closed at 9:37 am.

V. Action Items

1. Annual Report
 - Presentation dates below were discussed, and the Board decided upon November 16th.
 - i. October 5
 - ii. October 19
 - iii. November 2
 - iv. November 16
2. 2022-23 Budget preparation
 - Rebecca Elder asked Laurie Koike for the TOT projections from the City. Laurie to follow up, and Rebecca to share with PSM upon receipt. The TOT projections will be the basis of the draft budget PSM will draw up.
3. Vacancies on the Board
 - Open positions were discussed, but no replacement candidates have been identified. Subject was continued until the next meeting.
4. PS&M marketing plan
 - Discussion/Approval of BeachLife marketing

- i. Allocation of second half of the spend (\$22K) encompassing website, email, newsletter and organic content. BeachLife will send a purchase order for signature for the 2020-21 fiscal year, which is budgeted.
- Discussion of marketing plan, social media program, radio campaign, CTV
 - i. Cameron Estep presented the 'Center of it All' approach with an influencer visiting the North campus hotels on 8/21. Chanelle reviewed the agenda for the visit that includes Pacific Ocean Charter, Disneyland & CA Adventure and the Museum of Dreams Space.
 - ii. The Expedia Spring/Q2 LA Co Op campaign analytics came in and brought in more than \$1 Million in revenue, the highest of any campaign so far! The ROAS was 54.35 and also highest of any return. Cost per room night was lowest of previous campaigns at \$3.74.
 - iii. 2021 Summer Beach campaign is not performing as well as the LA Co Op did, as it targets audiences looking for Beach Destinations versus LA as a whole.
- Review of Creative Updates
 - Review of media planning
 - i. Cameron Estep asked about funding beyond the fiscal year and asked if the RBT Board needed to consider reallocating funds to cover new fiscal year in Sept without interruption. Rebecca Elder noted that there was \$108K remaining in the discuss and approve spend for Sept at next meeting.
 - Review of Organic Social Media
 - Review of Monthly Digital Analytics

VI. Informational Items

1. Update on Collections

- Board Advisor Laurie Koike advised that City Council approved the May 2021 disbursement for \$39,999.15 She is also looking into April distribution which should have been received. Kasi Iacono emailed after the meeting that April was received.

VII. Miscellaneous Items

1. Set Next Meeting

- Board Chair Rebecca Elder confirmed the next meeting date for Monday, 8/16.

VIII. Adjournment

Board Chair Rebecca Elder will close 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.