

# Redondo Beach Travel and Tourism

Board of Directors Meeting

## Meeting Minutes

Monday, August 15th, 2022 at 9:30am

Teams call

Notes compiled by Rebecca Elder

Attendees: Rebecca Elder, Kasi Iacono, Laurie Koike, Daniel Martin, Nancy Lesney,  
Nilay Demir

### **I. Call to Order**

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

### **II. Approval of Minutes**

Review and approve the Meeting Minutes

- No meeting minutes were sent, so no approval required.

### **III. Approval of Financials**

Review and approve Financials provided by Board Chair Rebecca Elder

- Kasi Iacono reviewed the financials with transactions since June. Rebecca Elder made a motion to approve & file financials, Kasi seconded. A vote was held, no opposed and the motion passed.
  - Rebecca Elder noted that there was \$113K in contingency that can be reallocated toward marketing if needed. She mentioned that at year end the Board could consider reallocating those funds as the 22-23 budget is being compiled \$70-\$113K. Daniel Martin said PS&M will keep the revenue in mind for future opportunities leaning toward placemaking vs ROI for example developing the sense of place relative to Sofi stadium. Kasi Iacono stated she agreed.

### **IV. Public Comment**

Board Chair Rebecca Elder opened the meeting to public comment for all items on or not otherwise on the Agenda at 9:37. No public was present and public comment was closed.

### **V. Action Items**

1. PS&M marketing plan

- Discussion/Approval of marketing initiatives and direction
  - i. Review/approval of digital spend
  - ii. Nancy Lessney presented tactical media allocations including those targeting Sofi stadium, family attractions and Downtown. The Board reviewed and commented, analytics to be shared. Nancy was excited about organic TikTok page that was created for RBT as the industry is seeing lots of engagement with TikTok now, RBT could consider paid opportunities in future. Daniel Martin stated that TikTok was gearing more toward an older FB user demographic, and toward travel. PSM's goal is to establish themselves on the platform and not focus on followers yet, but looking toward advertising opportunities moving forward. A TikTok campaign was been built into the 2022 budget, so the initiative can carry forward even though it takes place in Oct/Nov (after fiscal year closes).
  - iii. Social Influencer planning and approval
    - 1. The Influencer recap was presented last meeting, RBT still has 1 more campaign that can possibly tie to a sports blogger and establish Redondo's location relative to Sofi. Possible a Rams game with a San Francisco based influencer to target the drive market.
  - iv. Ongoing discussion
    - 1. BeachLife sponsorship
      - a. RBT will be featured in the newlsetter this Friday, which is the second inclusion. The Sweepstakes campaign ends 8/15 and has over 600 entries. More info to come on sponsorship, at present only 60% of tickets sold so far who are new guests, not repeat guests from the May festival who are now buying Ranch.
    - 2. Expedia campaign update
      - a. This is the best performing campaign to date with an ROI of 61x that is higher than spring of last year. This is the highest ADR of \$238 and LOS increased to 2.699 (highest we've seen). Rebecca Elder suggested that RBT participate in a Q4 campaign as there is a new Expedia algorithm that factors guest satisfaction score into ranking, which can negatively impact many hotels. A destination campaign could drive traffic and offset a loss suffered if hotels do drop in ranking. Kasi Iacono agreed and stated that the campaigns perform well. Nancy shared that July has \$251K so far on Q3 campaign, 1026 rns, average length of stay of 2.52 and ADR of \$244. Rebecca Elder asked PSM to give each

hotel the total revenue production from all campaigns this year so the hotel partners can see the ROI.

### 3. Expedia Q4 Co-Op

- a. Nancy presented a Q4 co-op opportunity. Rebecca Elder mentioned that some money in contingency (currently \$113K) could be relocated to cover the expense if it wasn't budgeted. Rebecca Elder made a motion to approve the \$22K spend, Kasi Iacono second. A vote was held, no opposed and the motion passed.

- Discussion of marketing plan, search efforts, social media program, etc.
  - i. Daniel Martin said PSM was working on the 22-23 budget and asked Laurie Koike what the TOT forecast was, so RBT could align with city for funding/media plan. Laurie Koike stated that there was an estimate for TOT established during the budget process and she would touch base with the city Treasurer to get the number.
    - a. Sept/Oct media plan spend was reviewed. Rebecca Elder made a motion to approve, Kasi Iacono second. A vote was held, no opposed and the motion passed.
- Review of Creative Updates & Campaign Launch Progress
- Review of Organic Social Media
  - i. Nilay reviewed organic social media
- Review of Monthly Digital Analytics
  - i. Analytics reviewed covering a 60 day lookback. Nancy noted that the bulk of traffic from social CPC has gone down but RBT was seeing good traction on 3 landing pages. Web traffic was coming from CA, Nevada, AZ, TX, NY, drive market traffic (SD, Vegas, Riverside). Best performing keywords are: CA beach hotels, oceanfront hotels, and areas to stay in LA.
  - ii. The ARES contract was up for renewal. Rebecca Elder stated that ARES provided an important landing page to drive all digital clicks, with all hotels being featured. Rebecca Elder made a motion to approve, Kasi Iacono second. A vote was held, no opposed and the motion passed.

## 2. Annual presentation to City Council

- Review and Approve possible dates
  - i. Laurie Koike presented possible presentation dates of 10/4, 18, 11/1, or 11/15
  - ii. The Board is targeting presentation on 10/18. Rebecca Elder noted that she would present along with PSM at the Council Meeting, and asked that other hotel partners attend the meeting or submit e-comments.

## **VI. Informational Items**

### **1. Update on Collections**

- Board Advisor Laurie Koike will update the RBTT Board of Directors on collection efforts
  - i. Laurie Koike shared that the May disbursement is \$56,027.51 and June is \$44,794.67. Laurie will check with Treasurer as to why June is low and advise. It could be payment timing variance.

## **VII. Miscellaneous Items**

### **1. Set Next Meeting**

- Board Chair Rebecca Elder will confirm next meeting date, along with a decided location.
  - The next virtual/Teams RBT meeting was scheduled for 9/19 at 9:30am. Laurie Koike noted that she would like to schedule a meeting to review the draft City Council presentation, and she will need the final info on 10/10. It was noted that Council appreciates the info, but to try to limit the presentation to 10 minutes.

## **VIII. Adjournment**

Board Chair Rebecca Elder closed the meeting, with no further business to report at 10:23 am.

**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.