

Redondo Beach Travel and Tourism

Board of Directors Meeting

Meeting Minutes

Attendees: Rebecca Elder, Kasi Iacono, Raechel Prochnow, Justin Jaramillo, Melissa Alvarez, Laurie Koike, Daniel Martin, Cameron Esteps, John Gran

Monday, August 17th, 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 9:31 am.

II. Approval of Minutes

Review and approve the Meeting Minutes

- Minutes from the July 20th meeting were routed by Rebecca Elder. Justin Jaramillo made a motion to approve and file, Kasi Iacono seconded. A vote was held, there were no opposed and the motion passed.

III. Approval of Financials

Kasi Iacono, Treasurer reviewed the financials.

- Rebecca Elder made a motion to approve and file, Rachael Prochnow seconded. A vote was held, there were no opposed and the motion passed.

IV. Public Comment

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

V. Action Items

1. Annual Meeting and Annual Report
 - Rebecca Elder noted that the Board would need to prepare Finances and the Annual Report upon close of the year 8/31/20. The Board will need to decide upon presentation dates to City Council. Laurie Koike noted that the update must be provided within 90 day of September 1, and gave the following date options to the Board: Oct 6, 20 or Nov 3 or 17. Rebecca Elder invited any board member to help compile the report or financials, and asked them to express interest to her or Kasi Iacono.
2. Tax Penalty Update
 - Kasi Iacono provided an update on the 2018 penalty of \$4K. Gary Wayland, the accountant who prepared the taxes and the penalty waiver letter, told her that it was resolved with no balance. Kasi will call the IRS and confirm.
3. Tax Remittance
 - 2019 tax return is due soon, the fiscal year will end this month and the returns are the next item to work on with Gary Wayland.

4. PS&M marketing plan

Daniel thanked the team for sharing insight and encouraged them to continue sharing as the guests and source market data helps the team refine their strategies.

- Review of Monthly Digital Analytics

Cameron Esteps noted that the Expedia campaign had a lower ROAS due to Covid but that the South Bay submarket was performing better than LA. This is a positive sign that we are increasing reach and shifting share. Rebecca Elder extrapolated that the campaign would end with a 10:1 ROAS based on the first month's results, and she mentioned that demand was shifting by star category which could be benefitting the smaller hotels. Rebecca also noted that some traffic could be coming direct to the hotels and thus not attributed to this campaign.

- Review of Creative Updates – Covid-19 Safety Measures

Cameron Esteps shared that RBT began using mask images and safety precautions on organic & paid strategies. They would also highlight the safety precautions on the RBT blog, and he asked that the hotels please send info.

- Review of Organic Social Media

Chanel Dayrit shared social media stats; RBT has over 56K followers and 57K liked the page. Top posts were reviewed and the nostalgic shot was very popular. PSM is seeing more requests for user generated content, and seeing more engagement with nature posts. Rebecca Elder asked if any posts are boosted, and PSM noted that all content is organic, and not boosted. Daniel clarified that the Ad Manager ad buy would accomplish the targeting more efficiently than boosting posts. Chanel Dayrit asked the Board to try to find more nostalgic content, and Laurie Koike suggested the RB Historical Society.

- Discussion/Approval of September media spend/budget

Cameron Esteps proposed adding \$1K more in search spend to capture drive market in September. Rebecca Elder supported the additional spend. Cameron Esteps mentioned that the South Bay submarket was performing better on Expedia, which indicated demand. He presented the opportunity of hosting an influencer at the cost of \$1K, Rebecca Elder stated she like the idea, as did Melissa Alvarez. Cameron Esteps asked whether the \$1K should come out of the Oct allocation for digital spend toward influencer, or in addition to the established budget. He stated he would work on finding an influencer, and present results at the next meeting. Rebecca Elder made a motion to approve a \$14K digital spend for September, and Kasi Iacono seconded. A vote was held, there were no opposed and the motion passed.

- Discussion/Approval Q4 initiatives

Cameron Esteps shared that the Board still had \$10K allocated for a booking incentive in ARES. He said he would check into whether RBT prepaid the annual ARES fee of \$10K, Daniel Martin said he believes it was prepaid. Daniel asked for guidance on revenue so he could prepare the 2020 budget. Laurie Koike will provide info on the budget assumptions the City of RB is using so we can create a budget for next year.

- Discuss reallocating funds from A&G to S&M

Rebecca Elder mentioned there was \$43K in A&G that could be allocated to S&M, and the Board will discuss that more at the next meeting.

VI. Informational Items

1. Update on Collections

- Board Advisor Laurie Koike shared that the June disbursement will be approved at tomorrows council meeting for \$30,685.20

VII. Miscellaneous Items

1. Set Next Meeting

- Board Chair Rebecca Elder confirmed 9/21 for the next meeting, which will be held at the same time and digitally.

VIII. Adjournment

Board Chair Rebecca Elder closed 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.