

Redondo Beach Travel and Tourism

Board of Directors Meeting

Agenda

Wednesday, September 18th at 9:00am

Telephonic Appearance 720-835-5596 id 26558

Alternate locations:

Portofino Hotel - 260 Portofino Way, Redondo Beach, CA

Shade Hotel - 655 N Harbor Drive, Redondo Beach, CA

Crowne Plaza - 300 N Harbor Drive, Redondo Beach, CA

Hilton Garden Inn - 2410 Marina Ave Redondo Beach, CA

I. Call to Order

Board Chair Rebecca Elder will call to order the RBTT Board of Directors Meeting. A role call was taken, and the following Board Members were in attendance: Rebecca Elder, Sandra Vivas, Kasi Iacono, Michael Murray & Raechel Prochnow. Daniel Martin and Cameron Estep from PSM were also in attendance.

II. Approval of Minutes

Approve the Meeting Minutes

- Minutes from the August 19th meeting were routed, motion for approval

III. Approval of Financials

Financials were routed, motion for approval.

- Michael Murray made a motion for approval for both Minutes and Financials, Raechel Prochnow second. Each board member identified themselves by name individually: aye – all
nay - none

IV. Public Comment

Board Chair Rebecca Elder will open the meeting to public comment for all items on or not otherwise on the Agenda.

V. Action Items

1. PS&M Marketing Approvals

- Beach Life Festival Marketing proposal of \$38K investment was discussed. Michael Murray asked if Beach Life releases demographics on their ticket purchase and noted that this was a substantial spend relative to our ROI on other initiatives. Daniel Martin said not at this time, they are being protective and they have not released that information. Michael Murray asked if they release info about projected growth year over year for this festival. He noted that the event seemed successful the surrounding area was busy. Daniel Martin said Beach Life indicated their goal was to be sold out by January to total capacity. They did do an economic impact study that provided detailed numbers on TOT and business tax during that period of time, but he was unsure if it's been presented to the city or public at this time. We can follow up and ask for more details. Michael Murray said it doesn't sound like we have any rough numbers on attendance, Daniel said he doesn't think they are adding more seats or capacity. Sandra Vivas stated that the total investment amount is very high, though Shade does sell out they saw ADR growth and F&B spend. She asked if

Beach Life would be willing to give the hotels tickets with this spend? She said RBT could do giveaways on the website to impact shoulder dates. Daniel said Beach Life is open to all ideas on cross promotion. He said that Beach Life is protective of their name and usage because it is the largest annual event in the South Bay. There is a larger impact to Redondo and we do benefit from an exposure perspective, similar to Coachella. Michael Murray said that he sees the value, economic impact and partnership, but the \$38K was a large investment given our total budget and ROI and asked if we could pare it down. Rebecca Elder said she felt that \$38K was too large of an investment given the goal of driving occupancy and she asked about the Licensing & Upfront fee of \$8250. Daniel Martin said the Licensing & Upfront would be the initial effort, but he would need to check if the licensing is contingent on the other line items/ad buys. Daniel shared that this proposal was a result of negotiation, he had presented a \$15K spend and Beach Life was targeting \$50K. Daniel Martin said he saw value in getting the email list so RBT could drive traffic to their website. Rebecca Elder said she could support that and asked if we could reduce the Direct Ad Buy (at \$19.2K) to only include the Email newsletter? She stated she was more comfortable at a \$15K investment. Daniel Martin indicated that RBT could go back to Beach life with those terms and clarified that the Licensing & Upfront was only for use through the end of 2019. Rebecca Elder clarified that the line item was only for RBT to use the Beach Life logo and name, and hotels would be promoting Beach Life as they did so. Rebecca Elder & Michael Murray said they could not support \$8250 spend for 3-month usage. Daniel said Beach Life is auditing their name/brand usage this year. Michael Murray said he was uncomfortable that RBT wasn't getting analytics and data so the purchase was 'blind; as a result. He noted that data and analytics could help us make a better decision and data is being released after the commitment/spend. He said RBT needed to see the data to make an educated decision. Daniel Martin said he will ask for analytics. Rebecca asked about RBT moving forward with a direct ad buy and not licensing because it would be more of a room night investment. Daniel Martin will get back with Beach Life to see what options exist. He noted that in October the headliners will be released and there would be the most traffic on the site. He said the licensing was shorter because we were working within budget constraints. Rebecca Elder said she still found the price exorbitant for 3-month usage. The board agreed to put this agenda item on the Oct meeting agenda for further discussion.

- The Winter LA Expedia Campaign was presented as a \$22K spend and Cameron Estep noted it was similar to the summer campaign. It is a shared page throughout LA county on Expedia. RBT is featured, it will highlight photo & video assets just like LA campaign. This is a featured presence for same buy, a 3-month campaign that runs from Oct – end of December. Michael Murray asked if PSM had explored other opportunities to enhance presence on Expedia, that the prior spend was favorable so he's interested, and in full support of doing so. He asked if we could put more dollars into getting a better listing and Cameron Estep was not sure about opportunities in general, but that this was a fixed spend so there wasn't more opportunity in this campaign. Rebecca Elder said that there may be pay per click opportunities with Travel Ads. Cameron Estep noted that RBT was upgraded to the presenting, first tier spot in this campaign (we were second on the prior campaign). Rebecca Elder clarified that the TravelAds opportunity would need to ensure that RBT wasn't bidding against the hotels strategy and driving cost. Cameron Estep indicated he would look into that opportunity and provide an update to the Board. A motion to approve the Winter LA Expedia Campaign at up to \$22K was made by Rebecca Elder, Sandra Vivas seconded. Each board member identified themselves by name individually: aye – all nay – none

2. Preparation of annual report

- Board to review & approve a \$2500 spend for Civitas to create the annual report. Rebecca Elder stated that the Civitas report was a 10-page report that was solely focused on the legal obligations and future looking budget of 2020 with no ROI or marketing information given. She said there was a secondary option to have Civitas attend the meeting and present the report for \$750, but she didn't see that as necessary. Rebecca Elder clarified that PSM & Civitas are deployed differently because PSM will provide ROI on past strategies and detailed marketing campaign information for next year. Michael Murray said he felt it was smart to be legally compliant and have a professional (Civitas) compiling the report our first time to ensure compliance. Sandra Vivas made a motion to approve, Rebecca Elder seconded. Each board member identified themselves by name individually: aye – all nay - none
- Board review & approve independent auditor for financial review. Rebecca Elder said that she had asked Civitas for more information about what was required for the Annual Statement in the Bylaws, and that Civitas would provide more information. The section read as follows, so an audit may not be required. The board agreed to revisit at the next meeting with more information from Civitas.

Section 5: Annual Statement. As part of the annual report, or as a separate document if no annual report is issued, the corporation shall annually prepare and mail, deliver or send by electronic transmission to its Directors a statement of any transaction or indemnification of the kinds in subparagraph B below within 120 days after the end of the corporation's fiscal year.

A. The statement shall include:

1. A brief description of the transaction;

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2. The names of interested persons involved and their relationship to the corporation;
 3. The nature of interested persons in the transaction;
 4. The amount of the interested persons' interest, except that in a partnership in which such person is a partner, only the partnership interest need be stated.
- B. Transactions included in the statement shall be those transactions:
1. To which the corporation or its subsidiary was a party;
 2. Which involved more than \$50,000 or was one of a number of such transactions with the same person involving, in the aggregate, more than \$50,000; and
 3. In which either of the following interested persons had a direct or indirect material financial interest (a mere common Directorship is not a material financial interest):
 - a. Any Director or officer of the corporation;
 - b. Any holder of more than 10 percent of the voting power of the corporation.

- The Board discussed scheduling a special meeting on 10/2 to review the annual report & the presentation prior to submitting to the City on 10/7. Rebecca Elder made a motion to approve the special meeting, Sandra Vivas seconded and said Shade might host. Each board member identified themselves by name individually: aye – all nay – none

VI. Miscellaneous Items

1. Set Next Meeting

- Board Chair Rebecca Elder confirmed the next meeting date for October 21 at 9:30am.

VII. Adjournment

Board Chair Rebecca Elder closed the meeting at 9:42 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.