

Redondo Beach Travel and Tourism

Board of Directors Meeting

Meeting Minutes

Monday, September 19th, 2022 at 9:30am
Teams call

Notes compiled by Jillian Clary (Representing Raul Escobedo for Hilton Garden Inn Redondo Beach)

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

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

III. Approval of Financials

Review and approve Financials provided by Board Chair Rebecca Elder

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

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. Marketing Agenda

- a. Google Search Micro Landing Pages (Sofi, Downtown LA, Theme Parks)
- b. Brand
- c. Opportunities
 - i. Social Influence for Rams vs. Cardinals Game
 - ii. Geofencing campaign around AZ Cardinals stadium
 - iii. Expected to be a long term campaign (geofencing), not necessarily immediate results. Will continue to target drive market teams.

- iv. Other Football opportunities discussed: Fan Clubs, Influencers, Sports Talk Radio/ Podcasts

VI. Media Planning and Analytics Evaluation

1. 2023 Budget Review – Daniel reviewed
 - 3 new landing page concepts
 - Slight increase in the budget for Tik Tok account
 - Takeaways: \$335k Ad Spend, \$124k Agency Spend, \$31k Contingency = \$580,000 total
 - Vote needed to approve. Suggested to wait until next meeting with more Board Members in attendance.
2. Analytics Evaluation Comparison for Previous 30 Days
 - Increase in click through rate
 - Decrease in cost per click
 - Top key word search
 - Increase in drive market and short flight occupancy, and expecting to keep targeting and seeing this demand grow
 - FaceBook: holding steady. No concerns
3. Nilay – Organic Social Media Update
 - Instagram Profile Update
 - Benchmarking vs. Competitors
 - Suggested to ass Marina Del Rey and Venice to Competitors, if warranted
4. aRes Update
 - 8/14 – 9/13 : \$3358
 - Renewed so there would be a booking engine directly on site
 - Daniel will send out a production report in year end reports so each hotel can see their contribution from booking engine

VII. Annual Presentation to the City Council (October 18th)

- a. Call on Tuesday 9/27 @ 8:30am to review the presentation

VIII. Informational Items

- a. Lori - July disbursement and updated collection efforts. July was \$110k and may have had part of June included, as June was lower than normal.
- b. Next meeting on 10/17 changed to 2pm.

IX. Adjournment

Board Chair Rebecca Elder closed the meeting, with no further business to report at 10:17am.

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.