

Redondo Beach Travel and Tourism

Board of Directors Meeting

Meeting Minutes

Monday, September 21st, 2020 at 9:30am
Conference Call - dial in 720.835.5596 id 26558

Attendees: Rebecca Elder, Kasi Iacono, Melissa Alvarez, Daniel Martin, Cameron Esteps, Laurie Koike, Mickey Marrafino, John Gran, Tim Cotter, Chanelle Dayrit

I. Call to Order

Board Chair Rebecca Elder called the meeting to order at 9:31 am.

II. Approval of Minutes

Review and approve the Meeting Minutes

- Melissa Alvarez made a motion to approve and file the meeting minutes, Rebecca Elder seconded. A vote was held, no opposed, the motion passed.

III. Approval of Financials

Review and approve Financials provided by Kasi Iacono, Treasurer

- Kasi reviewed the expenses in the new fiscal year that began 9/1. Rebecca Elder made a motion to approve and file the financials, Melissa Alvarez seconded. A vote was held, no opposed, the motion passed.

IV. Public Comment

Board Chair Rebecca Elder opened the meeting to public comment at 9:38 am for all items on or not otherwise on the Agenda. No public comment.

V. Action Items

1. Annual Meeting and Annual Report
 - Discussion was held, and the Board decided upon 11/17 as the City Council Presentation Date. Laurie Koike indicated that she needed the packet including Annual Report & Financial Report a week before.
 - Discussion was held and the Board decided that 10/19 would be an Annual Meeting. Rebecca Elder made a motion to approve 10/19 as the Board & Annual meeting, Melissa Alvarez seconded. A vote was held, no opposed, the motion passed.
2. Tax Penalty Update
 - Kasi Iacono shared that she had confirmation that the tax penalty was waived and FAHMIA had been selected for the new accounting firm.
3. Tax Remittance Update
 - Kasi Iacono learned that the 2018 tax return had an incorrect end year (was from 9/1/18-8/31/18, but should be ending in 2019), so Michael with FAHMIA will do an amendment. There should not be a penalty with that change. The current date to file the next return for fiscal year 9/1/19-8/31/2020 is due 1/15/21.

4. PS&M marketing plan

- Cameron Estes & Daniel Martin asked for insight from the Board regarding guests and what markets were traveling. Rebecca Elder & Kasi Iacono noted demand within the hyper local drive market (LA) and Melissa Alvarez mentioned seeing some longer drive market traffic from Arizona and Las Vegas. Cameron Estes noted that most of the digital efforts are targeted very locally as well as Vegas/AZ, so the booking trends match up with the marketing spend/targets.
- Short Term Media Planning: Cameron Estes asked the hotels to share more info for the October blog posts (weekly yoga etc... activities at the hotel)
- September digital spend was reviewed, and a recommendation made to add \$1K in October. Rebecca Elder made a motion to approve a \$15K media spend for October, Melissa Alvarez seconded. A vote was held, no opposed, the motion passed.
- Daniel Martin suggested we move the 3rd night free links to RBT website linking to hotels directly instead of loading the promo on ARES. Traffic would still be tracked and hotels could report directly to PSM.
- Cameron Estes discussed Social Media influencer targets.
- Expedia campaign results reviewed, along with a new opportunity for Q4.
 - i. ROAS is 36 compared to 13 in Los Angeles
 - ii. ROAS for LA was 13x. Redondo Beach is at 20x return, suggesting demand for coast and in the drive market (consistent with what the hotels are seeing).
 - iii. This campaign is seeing a more even distribution among North Redondo Hotels and motels, which doesn't build ADR and ROAS as quickly but is still effective.
 - iv. New Winter Destination Campaign opportunity is 3 months, \$22K cost and and launches 10/1-12/31/20.
 - I. Cameron presented an alternative with a Destination campaign, which would be around \$11K. Board discussed, but felt that the ROAS was not as high when we tried it earlier this year.
 - II. Rebecca Elder made a motion to approve a \$22K Expedia Destination campaign, Melissa Alvarez seconded. A vote was held, no opposed, the motion passed.
- Tim Cotter reviewed the Digital Strategy including Google Display Dynamic Ads, Google Display Static Ads and Social Media. Daniel Martin asked for more images from the hotels of masks/safe environment to integrate into the campaigns. Daniel Martin also suggested that that it was time to get new images for the ads, and he will create a proposal for discussion at the next meeting.
- Chanelle Dayrit reviewed Social Media stats and top posts.
- Discussion regarding reallocating funds from A&G to S&M was pushed to next discussion so we can validate the correct carryover balance from 2019-2020 FY.

VI. Informational Items

1. Update on Collections

- Board Advisor Laurie Koike will update the RBTT Board of Directors on collection efforts July \$28,926.29 was approved at next meeting

VII. Miscellaneous Items

1. Set Next Meeting

- Board Chair Rebecca Elder confirmed the next conference call/digital meeting for 10/19 and 9:30 am

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.