

Redondo Beach Travel and Tourism

Board of Directors Meeting

Meeting Minutes

Monday, October 18th, 2021 at 9:30am

Teams call

Attendees: Rebecca Elder, Kasi Iacono, Laurie Koike, Daniel Martin, Cameron Esteps

I. Call to Order

Board Chair Rebecca Elder called to order the RBTT Board of Directors Meeting at 9:32

II. Approval of Minutes

Review and approve the Meeting Minutes

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

III. Approval of Financials

Review and approve Financials provided by Kasi Iacono, Treasurer

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

IV. Public Comment

Board Chair Rebecca Elder will open the meeting to public comment for all items on or not otherwise on the Agenda. Public comment was opened at 9:34 am and closed at 9:34 am with no public present.

V. Action Items

1. Vacancies on the Board

- Discussion of 3 open positions, nominate and vote on replacements: Greg Garland, RJ and Mitch Mehr
 - i. Agenda item was continued due to lack of attendance

2. PS&M marketing plan

- Discussion/Approval of marketing initiatives and direction
 - i. Daniel Martin shared the 'Center of it All' campaign updates and modifications; core positioning around SoCal/LA based getaway for business & leisure. Campaign refers to easy access from beach to area activities/attractions as Redondo is not the geographic center. PSM's short term goal is to finalize the new shot list (including attractions, but careful about rights ie Hollywood sign). PSM will be shooting and not spending money on video/photog so Redondo Beach has access to all assets. The campaign will launch in Dec. Keywords are focused on LA beach hotels building up targeting in anticipation of this campaign.
- Discussion of marketing plan, social media program, radio campaign, CTV
 - i. Awaiting the analytics from 2021 BeachLife campaign from BeachLife

- Review of Creative Updates
 - Review of media planning & approve November spend
 - i. Taking the approach of both tactical and Brand marketing; last year focused on Google Search, Expedia & Social retargeting (emphasis on Facebook). We will continue moving in that direction including branded elements. PSM saw success with influencers, and feel there is opportunity in radio/broadcast and social branded spaces (Insta stories). This balanced approach is reflected in the November media spend, which is also similar to October spend.
 - ii. Review of Google AdWords & social reporting which reflects a 15-20% drop off in reach including click through rates comparing Aug – Sept against Sept -Oct. This reduction is in line with a 15-20% reduction in spend. Seasonality is a factor. While spending will change, the goal is to retain effectiveness ie: a smaller change in click through rate, while reach (based on spend) is reduced. Rebecca Elder asked if more funds were needed (referenced carryover funds and lift of international travel ban). Daniel Martin supported a steady increase of budget, and an additional \$3K per month was reallocated in Sept (not shown in media budget but will be allocated) past the campaign launch. PSM will show a progressive increase throughout the year as part of the creative campaign for the 2022 budget.
 - Review of Organic Social Media
 - i. Quarterly Organic Social Report reviewed. Facebook users are mostly female, and engagement has increased. Historical/'throwback' posts are top performers based on reach. Sunsets also remain popular on Instagram, whose audience also skews more female and page reach has increased by 12K. Top organic posts based on reach were historical/'throwback' posts are and fireworks/nature.
 - Review of Monthly Digital Analytics
- 3. Update on Annual Report
 - i. Currently scheduled to present to City Council on November 2nd. RBT and PSM will prepare a 20 min presentation. There were no specific questions from Council, but there is interest to see how the hotels have fared through the pandemic.

VI. Informational Items

1. Update on Collections
 - Board Advisor Laurie Koike updated that August collection was \$50,060.80 and will be approved at tomorrow's Council Meeting.

VII. Miscellaneous Items

1. Set Next Meeting
 - Board Chair Rebecca Elder confirmed the next meeting date
 - Monday, 11/8 virtual meeting

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.