

# Redondo Beach Travel and Tourism

## Board of Directors Meeting

### Annual Meeting Minutes

Monday, October 19th, 2020 at 9:30am  
Conference Call - dial in 720.835.5596 id 26558

Attendees: Melissa Alvarez, Rebecca Elder, Kasi Iacono, Justin Jaramillo, Laurie Koike, Michael Murray, Raechel Prochnow, Daniel Martin, Cameron Esteps, Tim Cotter, Chanelle Dayrit

#### I. Call to Order

Board Chair Rebecca Elder called the RBTT Board of Directors Meeting to order at 9:31am.

#### II. Approval of Minutes

Review and approve the Meeting Minutes

- Minutes from the September 21<sup>st</sup> meeting were routed and reviewed. Justin Jaramillo made a motion to approve and file, Kasi Iacono seconded.

#### III. Approval of Financials

Financials were reviewed by Kasi Iacono, Treasurer. Michael Murray made a motion to approve, Raechel Prochnow seconded. A vote was held, no opposed and the motion carried.

#### IV. Public Comment

Board Chair Rebecca Elder opened the meeting to public comment, no public were present and the public comment was closed

#### V. Action Items

1. Annual Report and Annual Financial Statement were reviewed with final documents to be sent to the Board upon completion.
  - City Council Presentation is on 11/17
2. Rebecca Elder thanked the board for fulfilling their terms, and shared which board positions were open. The Board discussed who was willing to continue in their roles, and each member was willing. Rebecca Elder shared that PSM had emailed the open board seats to all hotels within the assessment district (Redondo) to solicit members. They did not receive a response. Michael Murray made a motion to approve to board seats below, Melissa Alvarez & Justin Jaramillo seconded. A vote was held, no opposed and the motion carried. The 2020-2021 Board is as follows:

##### **RBT Board Appointees**

- Chair -Rebecca Elder 2 year term
- Vice Chair – Melissa Alvarez 1 year term
- Secretary – vacant 1 year term
- Treasurer- Kasi Iacono 2 year term

##### **Board Members**

- Michael Murray 1 year term
- Justin Jaramillo 1 year term
- Rachael Prochnow 2 year term

### 3. PS&M marketing plan

- Discussion/Approval of November media spend/budget
  - i. Cameron Esteps presented the media proposal for the rest of 2020. Rebecca Elder questioned the decrease from October expenditure and Cameron explained those months were reduced to maintain the budget for full year. Rebecca mentioned the surplus in Admin & Ops and Contingency that could be used to supplement funds if needed. Michael Murray stated he was comfortable increasing spend during need months, and proposed we leave spend as it was in October (\$15K). Rebecca Elder made a motion to approve the Nov & Dec spend at \$15K each month. Michael Murray second, a vote was held and no opposed, the motion carried.
- Review of current campaigns
  - i. Cameron Esteps shared Expedia summer campaign metrics and growth with comparison against past campaigns return and ad spend.
- Review of Monthly Digital Analytics
  - i. Cameron Esteps shared analytics
    - 1. Consistent returns and visits to the website with a slight decrease due to seasonality
    - 2. Youtube click rate is up compared to prior months
    - 3. Booking engine average time on site is up, hotel page is over 150% increase which shows interaction
- Review of Organic Social Media
  - i. Chanelle Dayrit requested the hotels send more images of masks and safe serving as those posts are seeing the most interaction
    - 1. Top post from July – Oct was the post for Riviera Grill and Farmers Market reopening. Also seeing increases in user generated content and sunset photos
  - ii. Facebook stats were shared compared against prior months and there is an increase in Facebook followers and page likes
- 3<sup>rd</sup> night free promotion – Cameron Esteps said PSM was targeting an 11/1 start date. Hotels in Redondo Beach will need to opt in and funds will be divided evenly amongst participating hotels. Hotels are responsible for submitting folios/bills for reimbursement of 3<sup>rd</sup> night free, and individual hotels decide the amount submitted for the 3<sup>rd</sup> night. PSM will handle the ‘invoices’ and send reimbursement amounts to the Treasurer. RBT will drive traffic directly to hotel websites for this, and Cameron confirmed the hotels did not have restrictions. Rebecca Elder mentioned that the \$15K spend was a little light as it would result in approx 19 reservations per hotel. Michael Murray agreed, stating that we had seen significant results when the Visitors Bureau ran this promotion with a \$50K spend. Michael suggested the Board reallocated \$20K from Admin and \$20K from Contingency to Sales & Marketing to total \$55K for this initiative. Rebecca Elder made a motion to approve, Michael Murray seconded. A vote was held and no opposed, the motion carried. Cameron Esteps said he would send email to hotels soliciting an opt in with 1-week decision date. After that point, he will advise participating hotels of next steps.

## VI. Informational Items

### 1. Update on Collections

- Board Advisor Laurie Koike shared that August remittance was \$34,391.08

**VII. Miscellaneous Items**

1. Set Next Meeting

- Rebecca Elder confirmed Monday, 11/16 at 9:30 am for the next meeting.

**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.