

Redondo Beach Travel and Tourism

Board of Directors Meeting

Meeting Minutes

Monday, October 21 at 9:30am

Portofino Hotel, 260 Portofino Way, Redondo Beach, CA 90277

Present:

1. Rebecca Elder, Board Chair
2. Sandra Vivas, Vice Chair
3. Kasi Iacono, Treasurer
4. Rey Rodriguez
5. Laurie Koike, Elizabeth Hause, City of Redondo Beach

Guests:

1. Daniel Martin, Cameron Estep, Nicole Hutchinson, PMS Communication Arts
2. Jan Drumright, Portofino Hotel

I. Call to Order

Board Chair Rebecca Elder called the meeting to order at 9:31 am. She noted that Rey Rodriguez indicated that he was on the way, but not present yet and the Board did not have a quorum initially. Rebecca moved PSM Marketing Update up on the agenda in order to give time to get a quorum.

- II. PS&M Marketing Update: Daniel Martin mentioned that he was taking the Council's feedback on the recent Annual Presentation into account for next year's presentation. He indicated that there were questions about the timeline of the Visitor's Bureau and formation of RBT but that overall data and key analytics will be the focus for the next report, along with ROI. Laurie Koike said the City is looking into ADR & Occupancy 3-year history. Daniel Martin clarified that the number of rooms (supply) would also impact that data and PSM would do a deeper analysis for the next annual presentation. Rebecca Elder stated that it would be good to highlight how RBT was impacting all hotels across Redondo and not just waterfront since the question came up with the Council about the North RBB hotels. She noted that the Board is careful to make decisions to impact all hotels, and asked if PSM could provide all the hotel individual data to the Council to show the benefits. Daniel Martin stated they could, and that the Council gave great feedback on transitioning to fall messaging/ year-round and not as beach focused, which PSM was planning to do with a highlight on fun things to do in the area.

- Key October Updates:

- i. Daniel Martin noted that the WOWSA sponsorship was complete; a \$6K sponsorship was approved, and we got direct marketing as a result rather than just a banner ad. He attended the event and said there was a good turnout. He noted that a good relationship was established with WOWSA, so RBT could get more analytics on the attendees, and where they visited from. He stated the goal for PSM was to get ahead of the special events and bring opportunities to RBT to evaluate with enough time to plan a comprehensive campaign.
- ii. Cameron Estep discussed the Influencer partnerships. He said that James Asquith (influencer) reached out to RBT for an opportunity, and he was provided a stay at Shade & Portofino. Cameron Estep showed screenshots of James' posts while in Redondo Beach, and noted that he had 700K followers, and delivered 2 stories, 1500 impressions. He showed other posts with 27K likes and 159 comments. Daniel Martin noted the content of the posts, and that he would add verbiage to our contract about responsible and safe positioning due to the Influencer event on the cruise line recently [where an influencer was banned for life from a cruise line for posting a shot standing outside the balcony railings in a very unsafe way]. Daniel noted that James usually charges \$15K-\$20K and RBT paid less than \$1500 with all the reimbursements.
- iii. Cameron Estep presented Romaroo stats with 62K blogs. He noted that for this influencer, PSM created itineraries including paddleboarding, eating and drinking at certain locations, farmers market, biking, beach photos, Dive N Surf. Daniel Martin clarified that PSM reaches out to local restaurants, asking if they'd like to comp a meal for exposure and, if not, the meals are paid for out of RBT's pre-set budget. Daniel Martin noted that the City Council brought up scrutiny around social influence, and he feels RNT is using strong discretion with a contract and branding calls prior to the visit. Daniel Martin said that PSM decided to reschedule the Micro Influencer event from October to November 8th because many invitees had a conflict with another influencers wedding on the same dates. We have 6 confirmed attendees for the new dates, and there is no cost to RBT as they'd like to build their content. Pure Barre & SandSpa are confirmed sponsors at this time, and PSM is cultivating more.
- iv. Press Trips: Daniel Martin stated that Laeila Najafi was scheduled as a Press Trip this weekend for Crowne Plaza, she is an editorial writer. She provided a set of expectations and requests that were not in line with her assignment, including bringing and comping a friend. As a result, PSM felt that the request was not in the best interest of the city and cancelled the visit. Laurie Koike asked how we found her, Daniel Martin explained that she had provided content for Thrillist and other publications that made her feel like a good fit with RBT's

brand. Daniel Martin then reviewed upcoming press visits through the end of November that were set up; 2 booked, one cancelled at our discretion. Daniel Martin mentioned that PSM is working with Emily Holland to provide a news story as she writes for Patch & South Bay Reporter and was looking for news versus lifestyle focus.

- v. Daniel reviewed the 10-15 YouTube ads currently running on both business and family. He will send the presentation out for Board review and minutes. He stated that we are seeing the impact of YouTube in web analytics. He noted that we're moving into holiday messaging, as well as highlighting Fall Events 'you don't want to miss' to move toward lifestyle elements with a more holistic approach.
- o Analytics: Live ARES site: Cameron Estep covered that the ARES direct site was up and running, and PSM is working with ARES on the analytics and reports to ensure full understanding. Cameron Estep said that the google analytics data is still live, and we should get the dollar amounts this week from ARES. He said that in the past week 30 people had added the hotels to their cart/proceeded to check out. Daniel Martin reiterated that PSM understood the importance of this tool as providing metrics on the direct booking, and that they would continue to update the website to prominently feature the ecommerce section
 - i. Cameron Estep presented the PSM Tourism Report (attached in minutes) and highlighted the impressions and clicks including Google Adwords (925K impressions), Facebook and other companies. He noted that Bing had a better ROI than Google, and that YouTube had 65K date range views in the 2 weeks that were full views (not partial). Cameron Estep noted that we no longer use 'click outs' as a metric because we now have ARES. Daniel Martin said that this data provides the cost per impression and click through which would also be provided to the Council based on their request at the annual report presentation. Daniel Martin said Niels with the City of Redondo was giving him the final numbers for August to look at TOT Tax for the past 3 years.
- o Active campaigns: Daniel Martin said the Beach Life team would be discussing their economic study at an upcoming Council Meeting, and Laurie Koike confirmed it was 11/5. Daniel Martin reminded the Board that at this time they do not have partnerships or ad buys secured, and he is not concerned about RBT's hesitation. Daniel thinks that Beach Life should get through the environmental study and RBT should re-evaluate opportunities after that. Daniel indicated that PSM had asked Beach Life to come to this meeting and they accepted, but they did not come so PSM will reach out again. Laurie re-iterated that Council asked what it would take to get an RBT link on the website. Daniel answered that there would be a cost associated with it, and RBT should look at it for 2019-2020 May event unless Beach Life is running the Fall Festival (focused on country music). Rebecca mentioned Beach Life was presenting sponsorship

opportunities to individual hotels as well, so RBT needed to be aware of those opportunities and ensure we were not cannibalizing. Daniel Martin stated that RBT would need to work with hotels to ensure we were not cannibalizing and suggested that perhaps RBT had larger reach than individual hotels. Cameron Estep stated he believed there were 2 hotel sponsorship spots available. Laurie Koike stated that Beach Life was being presented to Council on 11/5 and that the Economic Report indicated that guests did not stay at Redondo Beach hotels. Sandra Vivas stated that she felt the best partnership interest was for RBT and Beach Life, where individual hotels could work with Beach Life on food and beverage opportunities. Daniel Martin clarified that the perception was that the locals were attending Beach Life, and they did not have overnight needs. He said he would approach Beach Life about email and web traffic database to quantify who is outside the area and focusing ad money on hotel guests versus locals who are uberating to the festival.

- 2020 Media planning & Budgets: Daniel Martin explained that many digital campaigns work on optimizations and algorithms, and our current media plan was funded through December 2019. He said that a full stop due to lack of funding on January 1 would negatively impact the progress that RBT had made, and PSM could put together a media plan for Jan-Feb to avoid that issue. Rebecca Elder clarified that the agreement with PSM is through February 2020, and Daniel stated that it was, but that the media plan was written allocations through December 2019. Rebecca Elder stated that RBT had estimated funds in the original media plan and asked if we had any surplus or shortfall as a result. Daniel Martin said that the estimates were very close to accurate, so the funds were not compromised. Daniel stated that PSM could provide information on remaining funds and a reallocation that would carry the campaigns from Jan 1- Feb 29, 2020 so the Board could see how it would align. He clarified that the request for funds will come as a separate document. Rebecca Elder noted that the Board would need to discuss extending PSM's contract, and that she would prefer to try to get the extension to match RBT's fiscal year [ending Aug 31]. She stated that she was in favor of extending PSM over hiring full time staff. Rebecca Elder also mentioned that the financials showed savings in the admin & operations line, which could be reallocated to Sales & Marketing if the Board decided not to have offices and staff. Sandra Vivas indicated she was in agreement with extending PS&M's contract. Rebecca Elder stated that perhaps the Board could entertain a contract through Sept 2021, and Daniel Martin said PSM would love the opportunity to bid. Rebecca Elder made a motion to approve PSM reallocating remaining funds to cover Jan -Feb 2020. Sandra Vivas seconded, and the vote was as follows: aye – all nay – none
- Cameron Estep said he would send hotels their individual winter campaign results from the Expedia campaign, but that it had produced \$144K in the 18 days it's been running so far.

III. Approval of Minutes

Minutes were distributed and Rebecca Elder noted that the agenda should have read Sept 16 instead of August 19 minutes, and that a change was needed on the Sept 18th copy; it should read Minutes and not Agenda. Laurie Koike requested that her name be added to

attendees on the Sept 18 call as it was missing. The board reviewed the minutes; Sandra Vivas made a motion to approve & file with the requested changes, Rey Rodriguez seconded. Vote was as follows: aye – all nay – none

IV. Approval of Financials

The financials were reviewed and distributed by Kasi Iacono. Kasi gave the balance of \$213K and noted that the third page provided the balance broken out by category including Contingency, Admin & Ops and Sales & Marketing. Rebecca Elder made a motion to approve & file financials. Sandra Vivas seconded, and the vote was as follows: aye – all nay – none

V. Public Comment

Board Chair Rebecca Elder opened for public comment at 10:29 and closed it right after as no public was in attendance.

VI. Action Items

VII. Annual Meeting: Rebecca Elder mentioned that RBT was obligated to schedule an Annual Meeting in Q4 during which Directors and Officer terms would be replaced. The positions to be filled are: Secretary, Michael Murry and Rey Rodriguez. She mentioned that she would reach out to Redondo Beach Hotel to gauge interest, and that Mia with Best Western might also be interested but had concerns about how much time would be devoted to volunteering. The Board discussed possible dates and Board agreed to hold the Annual Meeting in place of monthly meeting on 11.25.

VIII. Annual Financial Report: Rebecca Elder stated that the report submitted to the city would be presented at the 11/25 annual meeting for review.

IX. Feedback from City Presentation

Subscription to Destination STR Report: Rebecca Elder asked the Board if they used the CBRE Horizon report, and many hotels indicated that they did. Rebecca mentioned that the most recent report indicated that the submarkets that had been the best performers [in RevPAR growth] such as Santa Monica and Hollywood/Beverly Hills were now slipping in ranking while Downtown LA was growing rapidly. She mentioned that the STR report would show these trends and allow RBT to see the shift in pattern and where they are stealing share, or what opportunities existed to do so. Cameron Estep reiterated that all submarkets were included in the Destination STR report. Rebecca Elder made a motion to approve subscribing to the Destination STR report with a cost not to exceed \$2200. Sandra Vivas seconded, and the vote was as follows: aye – all nay – none

X. Co-Sponsorship opportunity for city walking map presented by Jeff Ginsburg: continued

XI. Informational Items

- Laurie Koike provided an update on August collections, which was \$72,382. Laurie discussed that there was a small variance between what was remitted

to RBT and what the City had calculated. She will schedule a meeting with the Finance & Treasury departments to find out where the discrepancy to balance the year internally. She will provide an actual for Sept – August, but she believes there was a timing issue. Kasi Iacono stated that she noticed the discrepancy, but that she just receives the check without times/months being remitted. Laurie Koike noted that the disbursements are disbursed based on what is received, so it may include other months. Laurie Koike has discussed sending monthly payments with the Director of Finance rather than quarterly and she will continue to work on that.

XII. Miscellaneous Items

1. Set Next Meeting

- Board Chair Rebecca Elder confirmed the next meeting date for November 25th, which will be an annual meeting. Daniel Martin confirmed that the Board wanted Beach Life to attend and they confirmed they did and asked to keep the presentation to 15 minutes maximum. Sandra Vivas offered Shade to host.

XIII. 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.