

Redondo Beach Travel and Tourism

Board of Directors Meeting

Minutes

November 15, 2018 - 9:30am

Meeting Location: Hilton Garden Inn 2410 Marina Avenue, Redondo Beach, CA 90278

Present:

Rebecca Elder, Board Chair
Stacey Rivera, Board Secretary
Kasi Iacono, Board Treasurer
Laurie Koelke, Advisor
Rey Rodriguez
Michael Murray
Jane Won
Jenna Ritter

Absent:

Sandra Vivas, Vice Chair

I. Welcome and Call to Order

Board Chair Rebecca Elder called the meeting of the Board of Directors to order at 9:32am.

II. Public Comment

Board Chair Rebecca Elder asked for public comments. No public comments were made.

III. Approval of Minutes

The minutes from the Board of Directors Meeting held on September 28, 2018 were reviewed and considered. Board Chair Rebecca Elder called for a motion to approve the minutes. Stacey Rivera so moved, and Michael Murray seconded. A vote was held, and the motion carried as follows: Aye – 8, No – 0, Abstain – 0.

Board Secretary Stacey Rivera signed off on the September 28th Meeting minutes.

IV. Action Items

a. Code of Conduct

Board Chair Rebecca Elder distributed copies of the Code of Conduct used by the Redondo Beach Chamber of Commerce. All in attendance reviewed the Code of Conduct. Board Chair Rebecca Elder asked the group about the Social Media clause. Michael Murray suggested that we keep the Social Media clause. Board Chair Rebecca Elder suggested that we strike the Confidentiality clause. Laurie Koelke suggested there be a person designated to represent to Social Media. Board Chair Rebecca Elder suggested re-wording the Representation clause. In closing Board Chair Rebecca Elder volunteered to bring a revised copy of a Code of Conduct to the next board meeting. All were in favor to review the revised copy of a Code of Conduct at the next meeting.

b. Marketing Subcommittee

Board Chair Rebecca Elder discussed the option to create a marketing subcommittee. Jenna Ritter recommended designating an additional person from each hotel to ensure even representation.

The RBTT Board of Directors present discussed quarterly meetings for the Marketing Subcommittee, with a focus on creating our new brand. Michael Murray suggested reaching out to the marketing team utilized by the Evolution Campus for further support.

Board Chair Rebecca Elder distributed a Marketing Plan proposal from SMG Consulting. This was reviewed by the RBTT Board of Directors present. Board Chair Rebecca Elder explained that the Subcommittee will be tasked with Collecting additional bids, and thereafter create proposal describing funds would be executed. Board Chair Rebecca Elder further explained that this proposal would be approved by the Board of Directors.

Board Chair Rebecca Elder called for a motion to create a Marketing Subcommittee. Stacey Rivera so moved and Michael Murray seconded. A vote was held and the motion carried as follows: Aye – 8, No – 0, Abstain – 0.

Thereafter the following were elected as the Marketing Subcommittee:

- Jane Won as Chair, representing the Evolution campus hotels
- Jenna Ritter, representing The Shade
- Stacey Rivera, Board Secretary appointed The Redondo Beach Hotel’s Director of Sales, Adrienne Snow
- Kasi Iacono, Board Treasurer appointed herself for The Crowne Plaza
- Michael Murray appointed General Managers, Justin Jaramillo and Michael Valkos for representation of the Residence Inn and Homewood Suites hotels
- Rebecca Elder, Board Chair appointed The Portofino Hotel’s Director of Sales, Jan Drumright

c. Brown Act & Public Records Training

Board Chair Rebecca Elder distributed copies of a proposal for training for the RBTT Board of Directors present. The Civitas proposal provided was reviewed and it was agreed unanimously to move forward with Civitas for Brown Act & Public Records training. Board Chair Rebecca Elder advised that training dates need to be sent to Civitas. The dates discussed: December 7, 12, 14, 17 and 19 at 10:00am. Board Chair Rebecca Elder called for a motion to approve Brown Act & Public Records training with Civitas. Kasi Iacono, Board Treasurer so moved and Michael Murray seconded. A vote was held and the motion carried as follows: Aye – 8, No – 0, Abstain – 0.

V. Informational Items

a. Insurance Requirements

Board Chair Rebecca Elder distributed copies of Insurance Requirements for Consultants, as provided by the city. The RBTT board of directors reviewed the Insurance Requirements for Consultants. Board Chair Rebecca Elder additionally distributed copies of a quote collected by Bichleier Insurance Services, Inc. Board Chair Rebecca Elder stated this insurance company was used by the Chamber. Michael Murray commented on the preference of using a local vendor. After review by RBTT Board of Directors present, it was determined that the proposal scope presented by Bichleier Insurance Services, Inc meets all of the requirements of the city.

Advisor Laurie Koelke informed the RBTT Board of Directors present that insurance is required by mid-December for Risk Management approval by the city. Michael Murray stated that although it was not ideal to select the first quote collected, however to expedite the process and meet city's deadline we should do so.

Board Chair Rebecca Elder called for a motion to approve the quote collected by Bichleier Insurance Services, Inc. Michael Murray so moved, and Stacey Rivera seconded. A vote was held, and the motion carried as follows: Aye – 8, No – 0, Abstain – 0.

b. TMD Collections Update

Board Chair Rebecca Elder then turned the meeting over to the Board Advisor. Advisor Laurie Koelke informed the RBTT Board of Directors that \$57K was collected in September. Additionally, she advised that funds were remitted to the RBTT on a quarterly basis.

Advisor Laurie Koelke informed the RBTT Board of Directors present that 12 out of 15 hotels remitted for September. Advisor Laurie Koelke then stated that three (3) hotels have not yet remitted. Board Chair Rebecca Elder reviewed the Redondo Beach hotel list with the RBTT Board of Directors present.

The following hotels that remitted timely:

- Crowne Plaza Hotel
- Homewood Suites
- Residence Inn
- Portofino Hotel
- Hilton Garden Inn
- Redondo Beach Hotel
- Best Western Galleria
- Shade Hotel
- Redondo Inn & Suites
- Ramada Ltd
- Seaside Motel
- Moonlight Inn

The following hotels did not remit for September:

- Best Western Plus RB Inn
- Redondo Pier Inn
- Pacific Coast Inn

Advisor Laurie Koelke suggested that a member of the RBTT Board of Directors reach out to the said hotels that did not remit timely. Michael Murray suggested Board Treasurer Kasi Iacono lead the collection efforts. Board Treasurer Kasi Iacono then stated that she would reach out on behalf of the RBTT Board of Directors to the said hotels regarding their obligation to remit.

VI. Miscellaneous Items

a. Next Meeting

Board Chair Rebecca Elder suggested the option to set monthly meetings. The RBTT Board of Directors discussed and agreed unanimously. Board Chair Rebecca Elder called for a motion to approve the monthly meetings. Michael Murray so moved and Jane Won seconded. A vote was held, and the motion carried as follows: Aye – 8, No – 0, Abstain – 0.

Board Chair Rebecca Elder announced the next RBTT Board of Directors meeting be scheduled for Monday, December 17th at 9:30am. Board Secretary Stacey Rivera volunteered The Redondo Beach Hotel as the host hotel for this meeting. Advisor Laurie Koelke suggested that all RBTT members are included on the communications containing all Agendas and Minutes moving forward.

Advisor Laurie Koelke stated there will be a City Council meeting on December 18, 2018 and requested that a member of the RBTT Board of Directors attend.

Advisor Laurie Koelke announced that she brought the RBTT Business License with her today.

Marketing Subcommittee Chair Jane Won inquired about the allocation of funds, as it relates to the next meeting. Board Chair Rebecca Elder suggested that Jane assemble a list of allocations with a budget of roughly \$50K. Board Chair Rebecca Elder also suggested to Jane Won that she target two proposals and select one to present to the RBTT Board. Board Chair Rebecca Elder further advised that should would attend the upcoming Marketing Subcommittee meeting to represent the RBTT Board of Directors.

Board Treasurer Kasi Iacono inquired about the new TOT form.

VII. Adjournment

With no further business to report, Board Chair Rebecca Elder closed the meeting at 10:40am.

Stacey Rivera, RBTT Board Secretary

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.