

Redondo Beach Travel and Tourism

Board of Directors Meeting

Meeting Minutes

Tuesday, November 22, 2022 at 1:00pm

Teams call

Dial in number 267.807.9495

Access code 502-231-370

Attendees: Jillian Clary, Rebecca Elder, RJ Escobeda, Brandon Goffner, Kasi Iacono, Nilay Demir, Nancy Lessney, Daniel Martin

Note Taker:

I. Call to Order

Board Chair Rebecca Elder called to order the RBTT Board of Directors Meeting at 1:02 pm.

II. Approval of Minutes

Review and approve the Meeting Minutes was continued to next meeting.

III. Approval of Financials

Financials reviewed by Treasurer, Kasi Iacono. Rebecca Elder made a motion to approve & file financials, Kasi Iacono seconded. A vote was held, no opposed and the motion passed

IV. Public Comment

Board Chair Rebecca Elder opened the meeting to public comment for all items on or not otherwise on the Agenda at 1:04 pm. No public was present, and comment was closed.

V. Action Items

1. Discussion and vote of Board Members, role and term lengths:
 - Rebecca Elder – Chair, term ends October 2024
 - Kasi Iacono – Treasurer, term ends October 2024
 - RJ Escobeda – Board Member, term ends December 2023
 - Brandon Goffner – Board Member, term ends December 2023
 - Jillian Clary – Board Member, term ends December 2024

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

2. PS&M Marketing Review

- Discussion/Approval of marketing initiatives and direction
 - i. Review/approval of digital spend
 1. Nancy Lessney reviewed Media plan and analytics. Rebecca Elder commented that she was more comfortable with the increased budgets approved at last meeting since hotels were seeing transient demand slow.

Nancy Lessney stated that impressions were trending down overall due to shoulder season budget (lower than summer) but click through rate is up and performing well indicating we were still getting a relevant customer. The micro landing pages were performing well and the Downtown LA page performed the best with a CPC of \$1.06 and 847 clicks. The micro pages are getting hits from the 2-hour drive/fly market. Within CA, clicks are coming from San Diego, Anaheim, Riverside and San Bernardino.

2. Nancy Lessney shared that search campaigns are seeing good click throughs with a low cost per click.
 3. Nancy Lessney reviewed Google Display Ads results. The digital test campaign targeting travelers for the Phoenix Cardinals football game at Sofi on 11/13 showed \$0.63 cent CPC and good click through; indicating that the ads hit the target audience. Rebecca Elder shared that the Portofino had strong occupancy that weekend, but was not certain if guests were attending the game. RJ Escobeda shared that the campus hotels did not see big demand from Cardinals fans, and that they may not be a well-traveled team.
 4. Nancy Lessney and Nilay Demir reviewed YouTube campaign and organic results.
 - a. Nilay Demir showed organic social media results that include increased followers on FaceBook and Instagram. Top performing organic posts were reviewed and included Halloween witches paddleboard event. That post was shared on multiple stories including BuzzFeed and The Washington Post. The top organic FaceBook post was surfing and the second was World Kindness Day. Nilay Demir shared benchmarking against competitive set cities.
 - ii. Social Influencer planning and approval – Nancy Lessney discussed incorporating Sofi events such as concerts with the upcoming Influencer stays, possibly Taylor Swift or Disney moments. She shared that the fall sporting campaign budget will carry over from last year.
 - iii. Ongoing discussion
- Discussion of marketing plan, search efforts, social media program, etc.
 - i. Expedia co op is set to go live in January for Q1.
 - ii. Nancy Lessney discussed BeachLife 2023 sponsorship opportunities for the 5/5 event and a second in September for BeachLife Ranch. BeachLife shared that the pricing will most likely increase by 5%. Nancy Lessney asked the hoteliers for feedback on customizing sponsorship which included: 2 newsletters, video on site, and social posts last year. Suggestions for next year include: more social media involvement to get more reach for hotel bookings. Kasi Iacono asked Nancy to resend the results/analytics from the 2022 campaign. Nancy Lessney suggested that BeachLife could possibly do interviews with hotels; mention amenities etc. Rebecca Elder asked that RBT continues to be the only hotel/booking engine featured on the site unless other Redondo Beach hotels were bidding on the sponsorship.
 - Review of Creative Updates & Campaign Launch Progress
 - Review of Organic Social Media
 - Review of Monthly Digital Analytics
 - i. Ares traffic was reviewed. Rebecca Elder explained that one of the main functions of ARES was to drive digital traffic to all the Redondo Beach Hotels booking

engines/websites. Guests will click on a digital ad and go into ARES, where all hotels are listed. From there, the guest will frequently click into the hotels booking engines and book direct. RBT digital strategy included high funnel keywords (such as Los Angeles beach hotels, beach hotels near Los Angeles) so as not to bid against hotels on Redondo Beach terms and drive CPC costs up.

3. TMD Renewal Process

- Discussion/Approval of Civitas proposal for TMD renewal
 - i. Gina Reed reviewed the highlights of the steering committee meeting and next steps for the TMD Renewal. Rebecca Elder invited all Board Members to participate in the steering committee.

VI. Informational Items

1. Update on Collections

- Board Advisor Laurie Koike will update the RBTT Board of Directors on collection efforts
 - i. Kasi Iacono provided an update on the September disbursement of \$62K

VII. Miscellaneous Items

1. Set Next Meeting

- Board Chair Rebecca Elder confirmed the next meeting date of 12/20 at 1pm. She suggested that RBT moves back to quarterly meetings in January, that meetings be held in the first month of the quarter to cover the full 3-month period. Ad hoc meetings could be scheduled as needed.

VIII. Adjournment

Board Chair Rebecca Elder closed the meeting with no further business to report at 1:44 pm.

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.