

Redondo Beach Travel and Tourism

Board of Directors Meeting

Meeting Minutes

Monday, December 9 at 9:30am

Aviation Boardroom at Homewood Suites - 2430 Marine Ave Redondo Beach, CA 90278

I. Call to Order

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

II. Approval of Minutes

Review and approve the Meeting Minutes

- Minutes from the November 25th meeting will be routed to the RBTT Board by Chair, Rebecca Elder. Rebecca asked who seconded the motion to confirm Rey and Michael as Board members for a second term, and Kasi Iacono indicated that she did. Rebecca made a motion to amend the minutes to include Kasi as the second and file, Michael Murray seconded and a vote was held, all in favor – aye.

III. Approval of Financials

Kasi Iacono presented the financials and indicated that the format was updated as requested in the last meeting. She said that the updates to the A&G balance would be reflected in the next distribution. Rey Rodriguez made a motion to approve & file the financials, Rebecca Elder seconded and a vote was held, all in favor - aye

IV. Public Comment

Board Chair Rebecca Elder opened public comment at 9:36 am. Mickey Marraffino represented King Harbor Association and shared collateral for activities in Harbor area for the 12/14 Boat Parade; the viewing areas were highlighted. Rack cards were distributed to hotels and participating restaurants. The costume contest for the 10K is the next project for King Harbor Association, it will be expanded and they are making it more exciting. Mickey said that she visited the Dana Point holiday lights, and will send a video. Rebecca Elder closed public comment at 9:38 am.

V. Action Items

1. Open Board Position – Secretary - The open position was discussed, no hotels had any volunteers for the open position. The topic will be continued to the next meeting.
2. PS&M Marketing Update
 - BeachLife Festival partnership/sponsorship opportunity was presented by Allen Sanford. BeachLife has a 9-year deal with city of Redondo Beach to develop a long-term festival. Their focus is on creating digital content to increase reach; they reached 40M people last year. They also focus on giving back to the community with \$65K in donations to non-profits last year, and a goal of \$100K for this year. BeachLife will be doing a massive amount of top-level funnel prospecting for new guests, and retargeting to get repeat guests, then driving middle level to the Redondo Beach Tourism site to capture hotel stays. There is an average of 17 touches between booking and when the festival happens that will be promoting pre/post parties and where to stay. The partnership agreement includes the

integrate of ARES (RBT's booking engine) into the BeachLife site. The focus of the proposal is creating content together, with campaigns driving to click through on the ARES site. BeachLife is driving traffic to the tourism board, and not one hotel to promote the destination. The second piece of proposal is opening guests up to the ARES booking engine. Email database, newsletter and social media is included in the second piece. A second festival will likely be held in fall of 2020, staying away from summer months to drive demand during need periods. Most of the proposal goes to direct spend on website & email and is broken out as outlined below. The spend is for all of 2020, and RB Tourism will have access to assets (not individual hotels).

- i. \$15K direct spend on website & email. Beach Life Assets
- ii. \$5K social media advertorial spend + ticket sweepstakes, 3rd party assets
- iii. \$7K organic content creating; film teams with influencers, artist interviews, shooting around Redondo 10-15 different pieces of content
- iv. \$10K direct FB/Insta look alike campaign. This has the strongest return for BeachLife. Direct access to artist audiences (Ben Harper)

Michael Murray commented that he finds it important to partner with the festival and get ROI for the full year. He noted that the great exposure among BeachLife social media is invaluable as we're trying to grow our social media. Rebecca Elder made a motion to approve the BeachLife partnership, Michael Murray seconded. A vote was held, all in favor – aye.

- LA Sevens Rugby partnership opportunity presented by Jake Pike and Dan Lyle with AEG. The LA Sevens series is the largest US Rugby event in the world. It was at the Home Depot Center, then moved to Vegas for last 10 years and is looking to move back to LA as a ramp up to the 2028 Olympics. Olympic Rugby will be played at Dignity Health Center. Dan Lyle shared an economic impact report that showed LA Sevens produced 35K room nights, 2.5 visits, 95% out of market event (destination driven) in Las Vegas. AEG is creating a Rugby Hub as they have a 4 year contract to run Rugby event at Dignity Health. They sell out events for 16 international Olympic teams, the event will take place on 2/29-3/2 as part of a 10 stop series. This will be the 5th stop, and the only official US stop. The goal for AEG is to drive traffic to Redondo Beach and put it on the map for tourism. They were approached by the AEG Sports division to have South Bay act as a hub for international events & to drive tourism. There is a 3-part marketing strategy: Ruby & Expats (consulates), Incumbent sponsors, and a Round Robin tournament with games every 20 minutes. The US Men's team is #2 in the world now, and AEG is targeting 350 rugby communities in LA Basin and the Consulate communities (UK). There are 250 amateur teams and AEG is looking to create an event throughout the South Bay but getting Redondo to be the hub for all events with a wrap party at the pier, proactive marketing via AEG and all Rugby clubs to drive traffic. Part of the event is taking 16 international teams into local elementary schools with pep rally day through HSBC. Schools learn about that country and literacy program. The teams are staying at the Torrance Marriott because they must stay in 1 hotel. AEG would like to partner with RBT in year 1, create a destination, places to stay and build experiences outside the venue. They will have digital & grassroots strategies in place to market bars, restaurants & hotels to all the enthusiasts. AEG is tracking results and enhance/build the partnership in future years. Jake noted that a focus for them was to bring alternative events in off season, working on relationships with pier avenue and RB pier as hub. Their goal is to engage and leverage hotels in South Bay to drive international traffic due to our central location and ease to airport. There are already dozens of groups reaching out and wondering where to stay. The question was: how do we drive traffic with a landing page to

capture demand? The February event will be broadcast on NBC, with sponsors looking at where to stay as well as amateurs. There is also lead generation from AEG. Dan shared that the Vegas hotels figured out how to market to the end customers directly after the first years. He noted that Rugby is large F&B consumption event with record F&B in Vegas. Year 1 goal is to populate website, populate South Bay Hub & Network, find RB hotels to work with along with bars & restaurants. Creating a rugby passport throughout the area from Fri-Sun. They need links and people that we can refer groups to, a personal connection to turn over to hotels. This is buildup to the next 8 years as Dignity is going to be where Rugby is for Olympics. Rebecca Elder made a motion to approve, Michael seconded. The group discussed reserving conversation on spend, to be aware that there could be an ask in the future.

- Toy Drive – Rebecca shared that she reached out to Project Unified with RBUSD and we were not able to arrange a toy drive on such short notice but will focus on that for next year. RBUSD referred us to Boys & Girls Clubs of Wilmington and Carson as having greater need, so those might be leads for next year.
 - Social Media/Marketing
 - i. Website redesign was reviewed, looking into functionality of keeping the booking widget on screen throughout the site when guests scroll. Added content and links to live video improved SEO and organic content. PSM will look into adding a meeting RFP that would be sent to all the hotels.
 - Winter Expedia Campaign continues through all of Dec, but production so far is: \$579K, \$156 ADR with 3,396 room nights, and a 2.4 nights ALOS. RBT was upgraded to the presenting spot, which could be driving the strong production. We also got upgraded in the 2020 Q1 campaign.
3. Renewing the PS&M contract for 2020-21 was continued to the next meeting pending the contract and marketing plan submission.
 4. Update on subscription to Destination STR Report – Rebecca shared that the report is priced per submarket (\$2200) and in order to see all 10 submarkets in LA, the report would cost over \$22K. Selecting only certain submarkets to make the report more affordable would not provide the Board with information on the greater market trends. The Board agreed and found the report cost prohibitive.
 5. Update on CVENT marketing options was continued to the next meeting in the interest of time.

VI. Informational Items

1. Update on Collections
 - Board Advisor Laurie Koike had no new updates and will provide info for the next meeting.

VII. Miscellaneous Items

1. Set Next Meeting
 - Board Chair Rebecca Elder confirmed the next meeting date for Monday, January 20 unless otherwise discussed. Hotel host is Crowne Plaza.

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.

December Web & Digital Analytics

Google AdWords:

- Impressions: 168,480
- Clicks: 606
- CTR: 0.36%

Facebook & Instagram:

- Impressions: 311,750
- Clicks: 6,365

Digital-Out-of-Home:

- Impressions: 124,310

Bing:

- Impressions: 654,460
- Clicks: 3,290
- CTR: 0.50%

Programmatic Banner Ads:

- Impressions: 805,952
- Clicks: 3,719

YouTube:

- Impressions: 171,479
- Views: 7,728
- Clicks: 617

aRES Tracking Since Launch

Total Booking Engine Pageviews: 6,997

Total Add to Carts: 124

Specific Hotel Detail Page Visits:

- Shade Hotel – 390 Views
- Portofino Hotel – 201 Views
- The Redondo Beach Hotel – 159 Views
- Crown Plaza – 145 Views
- Hilton Garden – 99 Views
- Residence Inn – 70 Views
- Homewood Suites – 69 Views
- Best Western Galleria – 64 Views
- Best Western Plus – 54 Views
- Ramada Limited Inn – 42 Views
- Redondo Inn & Suites – 27 Views
- Redondo Pier Inn – 16 Views
- Pacific Coast Inn – 35 Clicks
- Seaside Motel – 33 Clicks
- Moonlite Inn – 20 Clicks

2019 Winter Expedia Update

2019 Winter Mid-Campaign Metrics

Dates	Total \$	ADR	RN	Avg. LOS
10/1-12/5	\$579,919	\$156	3,396	2.4

2019 Summer Campaign Metrics

Dates	Total \$	ADR	RN	Avg. LOS
6/15 - 8/15	\$624,223	\$199	2,831	2

2019 Spring Campaign Metrics

Dates	Total \$	ADR	RN	Avg. LOS
3/1 - 4/30	\$375,329	\$188	1,994	2