

Redondo Beach Travel and Tourism

Board of Directors Meeting

Meeting Minutes

Monday, December 18, 2023 at 1:00 pm

Teams meeting

Dial in number 267.807.9495

Access code 502-231-370

Attendees: Rebecca Elder, Kasi Iacono, Nancy Lessney, Daniel Martin, Kenya Bannister, Nellie Rodriguez (HGI, Garden, Homewood)

Note Taker: Rebecca Elder

I. Call to Order

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

II. Approval of Minutes

Review and approve the Meeting Minute – minutes were not available.

III. Approval of Financials

Review and approve Financials provided by Treasurer, Kasi Iacono. Financials were reviewed. Rebecca Elder made a motion to approve and file, 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 1:09 pm. No public was present, and public comment was closed.

V. Action Items

1. PS&M Marketing Review

Daniel Martin introduced PSM and provided an overview of initiatives, also asked the board for any market observations. Rebecca Elder, Kasi Iacono and Mitch Mehr shared feedback on the market and upcoming pace. Mitch Mehr commented that sports teams from Sofi are a good opportunity, and RBT should consider going after groups/sports/pharma.

- Discussion/Approval of marketing initiatives and direction. Review/approval of digital spend through March
 - i. Rebecca Elder made a motion to approve and file with an extra \$5K spend in February, Kasi Iacono seconded. A vote was held, no opposed, and the motion passed.
- Expedia Co Op with Visit CA was presented for \$25K with matching funds through 6/30/24. Co Op can run Feb – June 2024.

- i. Rebecca Elder made a motion to approve and file with a \$25K spend in February, Kasi Iacono seconded. A vote was held, no opposed, and the motion passed.
- Beachlife Sponsorship was reviewed
 - i. Rebecca Elder made a motion to approve and file with a \$55K spend for 9 month campaign for both Beachlife and Beachlife Ranch, Kasi Iacono seconded. A vote was held, no opposed, and the motion passed.
 - ii. Social Influencer planning and approval
 - iii. Ongoing discussion
- Discussion of marketing plan, search efforts, social media program, etc.
- Review of Creative Updates & Campaign Launch Progress
- Review of Organic Social Media
- Review of Monthly Digital Analytics

2. Vote on Board Members and Renewals

- Mitch Mehr, Shade Hotel was confirmed for a one year term

VI. Informational Items

- 1. Update on Collections
 - Board Advisor

VII. Miscellaneous Items

- 1. Set Next Meeting
 - Board Chair Rebecca Elder confirmed the next meeting date for 3/18 1pm

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.