

Redondo Beach Travel and Tourism

Board of Directors Meeting

Meeting Minutes

Monday, March 15th, 2021 at 9:30am
Conference Call - dial in 720.835.5596 id 26558

Attendees: Melissa Alvarez, Brandon Goffner, Rebecca Elder, Kasi Iacono, Justin Jaramillo, Raechel Prochnow, Laurie Koike, Daniel Martin, Tim Cotter, Chanelle Dayrit, Cameron Esteps

I. Call to Order

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

II. Approval of Minutes

Review and approve the Meeting Minutes. Rebecca Elder made a motion to approve & file minutes, Kasi Iacono seconded. A vote was held, no opposed and the motion passed.

III. Approval of Financials

Review and approve Financials provided by Kasi Iacono, Treasurer. Melissa Alvarez made a motion to approve, Justin Jaramillo seconded. A vote was held, no opposed and the motion passed.

IV. Public Comment

Board Chair Rebecca Elder will open the meeting to public comment for all items on or not otherwise on the Agenda at 9:37am. No public present.

V. Action Items

1. PS&M marketing plan

- Discussion/Approval of 3rd night free offer extension, marketing plan, social media program
 - i. Review and discussion of Spring Influencer Partnership Proposal. There is an allocation of \$8K which includes influencer fees, hotel stays, dining and activities. Discussion of including campus hotels, and influencers to visit the campus hotels and cover the wide array of accommodations offered in Redondo Beach, possibly with lunch from Guy's Flavortown kitchen. Suggestion to also include some North Redondo activities such as The Great Room and tennis courts at Anderson park. Rebecca Elder made a motion to approve a spend not to exceed \$8K for April & May for the Influencer Partnership. Kasi Iacono seconded, a vote was held, no opposed and the motion passed.
- Review of Creative Updates
 - i. New art Essential worker creative extended, additional Youtube & social video links sent and posted on the site.
 - ii. PSM is preparing creative for the eventual transition away from covid messaging as restrictions lift
 - iii. 38% of 3rd night free funds have been allocated. Discussion of extending, some hotels have exhausted budget by funding remains. Kasi Iacono & Rebecca Elder

shared that they would like to keep the promotion going through the end of April. Justin Jaramillo shared that the campus hotels have not seen any traction on the third night offer due to the mix of business to the property, but they supported the extension. Rebecca Elder made a motion to approve extending the third night free into April, Rachael Prochnow seconded. A vote was held, no opposed and the motion carried.

- Review of media planning & approve April spend
 - i. Spend was proposed at approx \$14K, the same as spend amount March. Discussion of increasing digital spend in summer, PSM to present a revised media plan next month with the increased summer spend, possibly pulling funds from Contingency or Admin & Ops. Rebecca Elder made a motion to approve the April media spend at \$14K, Justin Jaramillo seconded. A vote was held, no opposed and the motion carried.
- Review of Organic Social Media
- Review of Monthly Digital Analytics

2. Best contact information for RBT

- RB Chamber is sending calls to the RBT website currently. Discussion of adding email or contact form for advertising & PR requests such as: info@redondobeachtourism.com

VI. Informational Items

1. Update on Collections

- Board Advisor Laurie Koike shared that the remainder of Nov is included into December. The January disbursement is on council agenda tomorrow for approval at \$21,412.49

VII. Miscellaneous Items

1. Set Next Meeting

- Board Chair Rebecca Elder confirmed the next virtual meeting on April 19, 2021 at 9:30am.

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.