

Redondo Beach Travel and Tourism

Board of Directors Meeting

Meeting Minutes

Attendees: Rebecca Elder, Kasi Iacono, Michael Murray, Raechel Prochnow, Justin Jaramillo, Melissa Alvarez, Laurie Koike, Daniel Martin, Cameron Esteps

Monday, July 20th, 2020 at 9:30am
Conference Call - dial in 720.835.5596 id 26558

I. Call to Order

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

- II. **Approval of Minutes** Rebecca Elder presented the June 8th meeting minutes. Michael Murray made a motion to approve and file minutes, Raechael Prochnow seconded. A vote was held, no opposed and the motion carried.

III. Approval of Financials

Kasi Iacono reviewed the most recent financials. Rebecca Elder made a motion to approve, Raechael Prochnow seconded, so moved.

IV. Public Comment

Rebecca Elder opened the meeting to public comment at 9:35 am. John Gran thanked the team for their hard work. Public comment closed at 9:36 am.

V. Action Items

1. PS&M marketing plan
 - Cameron reviewed the June/July digital strategy with a focus on the 2-hour drive market and not focused on airline-based traffic due to the current situation. Campaigns are focusing on Redondo Beach as a destination, and all hotels having access. Much of our video assets were shot in late fall/winter, so they are not featuring crowded beaches, which is an advantage for the current social distance requirements. Cameron solicited feedback from the team and shared analytics. Rebecca Elder presented submarket performance from Expedia showing South Bay outperforming most other markets and LA in general. John Gran asked whether there were plans for photo shoots to feature masks, and the team agreed it would be good to add to the next round of shots. Rebecca Elder mentioned she saw an uptick in guest questions about what was open and what the requirements are, so she suggested RBT could add/create a Health & Safety page that includes restrictions & what guests can do (outdoor dining, watersports). The board supported this idea. John Gran will reach out to the Mayor to see if he would be willing to do a quick safety video. Cameron mentioned that the Expedia campaign launched late last week, so we don't have prelim numbers. Rebecca Elder asked PSM to keep a close eye on the ROI for this round since many other destinations are not running campaigns. She suggested that if the ROI isn't as strong as anticipated, we can approach Expedia to pause the campaign and use in Q4.

VI. Discussion/Approval of August media spend/budget

- Cameron Estes presented an idea to increase the digital budget from \$13K in June/July to \$18K in August. Rebecca Elder and Michael Murray voiced concern about increasing funds in August with school going back into session, and demand softening in the last half of the month. The Board agreed, and Rebecca Elder made a motion to approve a \$13K digital spend in August; Michael Murray seconded. A vote was held, no opposed and the motion carried.
- Discussion of ARES gift card incentive/package
 - Cameron Estes discussed that ARES has limitations with promotions, there is no automation which makes it difficult to book the gift card package as outlined last month. Daniel Martin suggested a voucher for \$25-\$50 per booking, and hotels would get reimbursed from RBT. Rebecca Elder clarified that the spend would need to be divided evenly amongst all assessed businesses, which would be \$665 per business. She, Michael Murray & Kasi Iacono expressed concern about the allocation being low, and the money potentially being put to better use. Rebecca Elder suggested that we save the money for a Q4 promotion and perhaps reallocate some additional funds from the A&G line (currently at \$43K). Rebecca Elder made a motion to approve reallocating the \$10K to a Q4 initiative, Justin Jaramillo seconded. A vote was held, no opposed - so moved.
- Discussion/Approval of CVENT proposal
 - i. Cameron Estes reviewed the CVENT proposal and different target cities. Michael Murray suggested that RBT should not engage CVENT, there was not much return and the board shared concern about groups for the rest of the year with COVID restrictions. Rachael Prochnow made a motion to reallocate CVENT funds to Q4, Kasi Iacono seconded. A vote was held, no opposed - so moved.

VII. Informational Items

1. Update on Collections

- Board Advisor Laurie Koike stated the May disbursement was up for approval at Council tonight, and totaled \$22K. She also shared that the Pier concerts cancelled. She requested that the August agenda included discussion of the Annual Report, and that the board would come up with tentative dates for presentation to Council.

VIII. Miscellaneous Items

1. Set Next Meeting

- Board Chair Rebecca Elder confirmed the next meeting on 8/17/2020 at 9:30 am. Melissa Alvarez shared that there is an open board seat for Chamber of Commerce.

IX. Adjournment

Board Chair Rebecca Elder closed the meeting at 10:45 am, 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.