

**MEETING MINUTES
SANTA MONICA TRAVEL & TOURISM (SMTT)
SPECIAL JOINT MEETING OF THE BOARD OF DIRECTORS AND
TOURISM MARKETING DISTRICT COMMITTEE
WEDNESDAY, MAY 29, 2024
SANTA MONICA PROPER HOTEL**

Call to Order: Board Chairman Carrey called the meeting to order at 5:15 p.m.

Roll Call & Self Introductions: Board Chairman Carrey called for self-introductions. The Board of Directors and Tourism Marketing District Committee present provided brief self-introductions. The following persons were recorded in attendance:

Board Present:

Chairman Neil Carrey, Vice Chair Younes Atallah, Member Lauralee Asch, Member Kera Blades-Snell, Member Karen E. Ginsberg, Member Shahid Kayani, Member Jeff Klocke, Member Jan Williamson, City Manager David White.

TMD Committee Present:

Chairman Younes Atallah, Secretary/Treasurer Aileen Carreon, Member Cameron Haseli.

Also Present: City of Santa Monica Acting Chief Operating Officer of Special Projects Amber Richane, Assistant Director of Public Works Christopher Dishlip, City of Santa Monica Senior Parks Planner Tony Lopez, Proper Hotel General Manager Bruno Vergeynst, SMTT President & Chief Executive Officer Misti Kerns, SMTT Chief Operating Officer Evan Edwards, SMTT Chief People Officer Rachel Lozano, SMTT Senior Director of Marketing Mandy Eck, SMTT Director of Global Business Development Aleksandr Sigalus, SMTT Director of Sales Ozzie Otero, SMTT Client Services Manager Alyssa Dorn, SMTT Client Services Coordinator Alexis Faust.

Absent: Board Treasurer Charlie Lopez-Quintana, Board Secretary Darlene Evans, TMD Member Cheri Perez, TMD Member Jessica Rincon, TMD Member Diego Ruiz de Porras, TMD Member Karina Sedigh, TMD Member Juan Viramontes.

Public Comment: Board Chairman Carrey called for public comment. There was none.

Santa Monica Airport Conversion Project Update: City of Santa Monica Acting Chief Operating Officer of Special Projects Richane presented:

- Community kick-off event on May 19th for community to meet the team, learn about the project and give feedback—they are working on synthesizing that feedback
- Focus:
 - o Working toward airport closure 12/31/2028 – a consent decree was signed agreeing to close the airport after that date.
 - o Delivering a “great park” that will serve SM for generations to come
 - o Have contracted with Sasaki and are currently working on evaluating existing conditions and engagement strategy. Charting the course.
- Phases: (each has a plan for community and stakeholder engagement)
 - o Currently: Phase 1, charting the course
 - o Phase 2: Discovering the Place and Setting the Stage
 - Council will be the final decider of what the guiding principles are.
 - o Phase 3a: Defining the future of place: 3 scenarios
 - o Phase 3b: Preferred scenarios
 - o Phase 4: The path ahead
 - o Phase 5: Preferred scenario plan vision book
- Website is live: www.SMACproject.com – project timelines, phase 1 survey, virtual learning, upcoming events, etc.

- Before anything can happen to the land after airport closure, the charter amendment would need to go on the ballot.

City Manager Update: City Manager White thanked the airport conversion project team before updating attendees about City activities.

- Cirque du soleil is official and advertising for their SM shows
- PacPark received approval for a new attraction on the Pier including a cultural/historical element as well
- Celebrating 30 years of the adoption of our sustainable city plan- check out the website for more on how SM distinguishes itself in this realm
- Council Updates:
 - o Thanks to measure CS, expansions in homelessness support!
 - Housing and human services department brought homelessness report at a previous council meeting; recommended expansions to services
 - New team in public works department
 - Expanded outreach services
 - PD to increase recruitment, hopefully
 - Invested resources so SaMoShel can operate intake services 24/7
 - o Council addressed budget for upcoming year with a study session; City's financial situation= lean; also due to liabilities the proposed City budget is very conservative
 - Bright spots:
 - More resources behind preserving our diversity program (elderly housing)
 - Council approved hiring 4 additional police officers—caveat is labor market is difficult right now; investing in recruitment
 - o Bringing budget for adoption in June, including 2 tax measures:
 - Business tax measure to create a more equitable taxing structure (targeting tax reductions for our small businesses, most others' business taxes will stay steady—increases taxes for corporate and car dealerships)
 - Exploring increasing the city's parking facility taxes; would impact anyone who charges for parking. Will not impact City parking facilities or meters.
 - o Civic Auditorium Update: Council gave direction in December 2023 to solicit proposals for the revitalization of the civic auditorium. A closed Council session was held; results are not public yet.

Approval of the April 9, 2024 TMD Meeting Minutes: The Tourism Marketing District Committee did not have a quorum; this agenda item will be moved to the Tourism Marketing District Committee meeting scheduled for Tuesday, September 10, 2024.

Acceptance of the TMD Collections Memo: The Tourism Marketing District Committee did not have a quorum; this agenda item will be moved to the Tourism Marketing District Committee meeting scheduled for Tuesday, September 10, 2024.

Approval of the March 20, 2024 Board Meeting Minutes: Board Chairman Carrey presented the March 20 meeting minutes. Board Vice Chair Atallah moved to approve the minutes and Board Member Blades-Snell seconded the motion. The motion carried unanimously through a roll call vote with Board Treasurer Charlie Lopez-Quintana and Board Secretary Darlene Evans absent.

Acceptance of the April 2024 Financials: Board Vice Chairman Atallah presented the April 2024 financial memos and cash basis documents. Board Member Ginsberg moved to accept and Board Member Klocke seconded the motion. The motion carried unanimously through a roll call vote with Board Treasurer Lopez-Quintana and Board Secretary Evans absent.

Acceptance of the March 2024 Financials: Board Vice Chairman Atallah presented the March 2024 financial memos and cash basis documents. Board Member Williamson moved to accept and Board

Member Kayani seconded the motion. The motion carried unanimously through a roll call vote with Board Treasurer Lopez-Quintana and Board Secretary Evans absent.

Transient Occupancy Tax Advisory Committee Recommendation: Board Chairman Carrey presented the candidates who applied for the Transient Occupancy Tax Advisory Committee: Hotel Oceana (JRK Hotel Group) Vice President of Sales Kevin Anawati and Huntley Santa Monica Assistant General Manager Jacob Dlouhy. Those in attendance discussed the candidates' qualifications and agreed that either would do an excellent job. It was decided via a majority of hands to recommend Jacob Dlouhy for this committee role.

Board Chairman Carrey asked for a motion to approve the recommendation of Jacob Dlouhy. Member Asch moved to approve the recommendation. Board Member Kayani seconded the motion. The motion passed with City Manager White abstaining and Board Treasurer Lopez-Quintana and Board Secretary Evans absent.

SMTT Staff Updates: SMTT Senior Director of Marketing Eck shared a video on the rebrand along with stats since the website reskin was launched – sessions: +1% PoP, engagement rate: +2% PoP, organic sessions: +6% PoP, engaged organic sessions: +10% PoP. She also provided an update on the Paid Media Launch. Channels included Paid Social & Display – impressions on Paid Social: +12 PoP, impressions on Display: +7 PoP. Those primary markets include NY, SF, Dallas, Chicago. In FY 24-25, SMTT will be rolling out a captivating and performance-driven brand campaign, leveraging the power of consistent messaging and impactful visuals across various channels.

SMTT Chief People Officer Lozano presented the Communications team update. IPW Media Activities kicked off with a press conference at The Getty presented by LA Tourism which included 16 international journalist who then departed to Santa Monica to explore the city. At the tradeshow, the team met with 40 global media during one-on-one appointments to build relationships and pitching destination updated to potential future coverage. At Santa Monica's California Plaza activation, a press event was held and engaged media with the talents of Chef Raphael Lunetta. Additionally, SMTT joined CalTravel Association at CalTravel Advocacy Day in Sacramento alongside 100 other travel professionals in the state. The 2-day event allowed the opportunity for the team to meet with 3 California Legislators to share economic impact numbers, advocate for legislation that would positively impact travel & tourism as well as oppose legislation that could hinder visitation. SMTT has seen incredible coverage go live as a result of the team's ongoing pitching efforts. Santa Monica and Route 66 were included in an AFAR EV Road Trip round-up in the Lansing State Journal. In April and May, SMTT hosted influencers and journalists from Australia, Germany and France. Upcoming, we will host media from Canada, Germany and France. Lastly, insight was provided on SMTT's social media channels – Santa Monica Pier and sunsets continue to be top performers, in April, we reached 55.4k Instagram followers and impressions increased by 5.5% and the Facebook engagement rate increased roughly 2%.

SMTT Director of Sales Otero and SMTT Director of Global Business Development Sigalus updated the Board and TMD Committee on the 2024 IPW Trade Show. SMTT conducted 370+ appointments with international tour operators, travel advisors, product managers and media. Santa Monica delegation included reps from: Malibu Discovery Tours, Santa Monica Place, ETC Hotels, Fairmont Miramar Hotel & Bungalows, Hilton Santa Monica Hotel & Suites, Le Meridien Delfina Santa Monica, Viceroy Santa Monica and Palihouse Santa Monica. SMTT also showcased Santa Monica with a pre- and post-tradeshow activation, California Plaza, including a replication of the Pacific wheel, Pier sign and Muscle Beach photo opportunity. SMTT also showcased food & beverage partners such as Santa Monica Brew Works, The Albright, SOCALO and Lunetta. SMTT also hosted a VIP Client Event and two nights of 'Party on the Pier' for all IPW attendees. Client Event included caricature and clay sculpture artists, wellness experiences, lip print reading and food from The Lobster and Lunetta. SMTT partnered with 14 local businesses and hotels for this event. Party on the Pier included hosted meals for buyers and Pacific Park experiences for buyers and suppliers. SMTT partnered with 13 businesses for this event and hosted an estimated 2,500 people. Along with the IPW tradeshow came FAM requests: SMTT secured 11 FAM requests from international offices to experience Santa Monica which included overnight accommodations, site inspections, meals and experiences for buyers visiting Santa Monica pre or post IPW. In addition, SMTT partnered with Visit

California on 1 of 6 official post-IPW FAMs. SMTT hosted 11 journalists and 8 buyers/product managers from India, Korea, Japan, France, UK and Mexico. Activities included yoga at Annenberg Beach House, bike ride to the Santa Monica Pier and a private cooking lesson at The Gourmandise School. Additionally, SMTT partnered with Visit California Italy for two breakfast events in Milan and Rome where approximately 30 buyers were present to learn about Santa Monica, Palm Springs and San Diego. Upcoming for the month of June, SMTT will conduct the Canada Sales Mission to drive engagement in Montreal and Toronto with Canadian trade and Media, host a FAM for France-based tour operators and travel advisors, and partner with Sojourn Center for a donation drive for the Signature Travel LA Regional Event. In July, SMTT will be attending ILTM Asia Pacific in Singapore with Huntley Santa Monica Beach. This event includes 3 full days of appointments and networking with exclusive travel advisors from Australia, New Zealand and Asia. On the group Sales side, SMTT attended the HelmsBriscoe Annual Business Conference in Las Vegas and met with over 50 HelmsBriscoe associates from the US, Canada, UK, France, Italy and Spain to provide updates on Santa Monica's hotel collections, new group experiences and venues. This October, SMTT will be attending IMEX 2024 in Las Vegas with confirmed partners Santa Monica Proper and Regent Santa Monica Beach.

CEO Update: SMTT President & CEO Kerns expressed gratitude to the SMTT team for all their hard work during IPW and thanked our partners who helped make the IPW Party on the Pier and other IPW events happen, such as Member Klocke for Pacific Park's donation of wristbands.

Kerns also informed those present

- German travelers and their terrible experience -- saying nothing's been done for them; the community and hotels are offering them quite a lot
- Digital wayfinding kiosk at Fourth and Wilshire: working with them for access to the back end of our business listings so we can keep the kiosk current with community listings and happenings

For the Good of the Order: There was none.

Adjournment: Chairman Carrey adjourned the meeting at 6:26 p.m.

Next Board of Directors Meeting

Wednesday, July 10, 2024

Next TMD Committee Meeting

Tuesday, September 10, 2024

MISSION STATEMENT

Santa Monica Travel and Tourism (SMTT) works to strengthen our local economy by enhancing and promoting our community as a distinctive, compelling and welcoming travel destination.

BRAND PROMISE

Santa Monica...an unforgettable beach city experience filled with eye-catching people, cutting edge culture and bold innovations. It's the essence of the California lifestyle.

VISION STATEMENT

To ensure Santa Monica is recognized as the premier beach city destination in the world.