

**MEETING MINUTES
SANTA MONICA TRAVEL & TOURISM (SMTT)
MEETING OF THE TOURISM MARKETING DISTRICT (TMD) COMMITTEE
TUESDAY, APRIL 18, 2023
VIRTUALLY VIA ZOOM**

Call to Order: Chairman Atallah called the meeting to order at 5:05 pm.

Roll Call & Self Introductions: Chairman Atallah called for self-introductions. TMD Committee Members and those present provided brief self-introduction. The following persons were recorded in attendance:

Tourism Marketing District Committee (TMD) Present: Chairman Younes Atallah, Member Kevin Anawati, Member Shahid Kayani, Member Manju Raman, Member Jessica Rincon, and Member Juan Viramontes.

Also Present: SMTT President/CEO Misti Kerns, SMTT Chief Marketing Officer Michael Gurrieri, SMTT Chief People Officer Rachel Lozano, SMTT Executive Assistant Jennifer Hover, Shutters on the Beach General Manager, Christophe Baraton, Pierside Santa Monica General Manager, Karina Sedigh, Ocean View Hotel General Manager, Bryan Lara, and The Ambrose Hotel General Manager, Danielle Goller.

Absent: Vice Chair Sam Jagger, Secretary/Treasurer Aileen Carreon, and Member John Heidt.

Public Comment: Chairman Atallah called for public comment; there was none.

Approval of February 14, 2023, TMD Committee Meeting Minutes: Chairman Atallah presented the February 14 Meeting Minutes. Member Kayani moved to approve the minutes and Member Anawati seconded the motion. The motion carried unanimously with Vice Chair Jagger, Secretary/Treasurer Carreon, and Member Heidt absent.

Acceptance of the TMD Collections Memo: Chairman Atallah presented the TMD Collections Memo. Member Viramontes moved to accept the Memo; Member Kayani seconded the motion. The motion carried unanimously with Vice Chair Jagger, Secretary/Treasurer Carreon, and Member Heidt absent.

SMTT Staff Updates: SMTT CMO Gurrieri updated the TMD Committee about hosting Noble Studios, SMTT's Agency of Record, for a 3-day immersion familiarization tour of Santa Monica to fully engage, learn and experience the destination he thanked the partners present for their support. He advised of the Spring/Summer paid media campaign launch, whose purpose is to drive hotel bookings for Santa Monica, specifically through the successful media channels identified through the fall/winter campaigns. This paid media campaign will run through the summer focusing on regional travelers with a longer booking lead time.

Gurrieri updated the TMD Committee on the steps being taken for SMTT's Brand Refresh, including the recent brand surveys that were sent out to staff and community stakeholders and the upcoming Brand Workshop on Friday, April 21st from 9:00 am – 2:00 pm at Shutters on the Beach, if interested in participating please reach out to confirm your attendance.

He reviewed the recent journalists SMTT has hosted in partnership with Visit California, including Ellen Carpenter Editor in Chief of Hemispheres Magazine, and Ed Leigh UK-based freelance writer who was collecting content for an article with The Telegraph.

SMTT President/CEO Kerns provided an update on Sales Travel Trade's international familiarization (FAM) tours SMTT hosted in March and April, including a UK FAM hosting six top product managers in luxury travel. The purpose of this FAM was in partnership with San Diego Tourism Authority to position Santa Monica and San Diego as the best Southern California cities for a road trip itinerary. Additionally, she updated the committee about hosting SMTT's Australian & New Zealand representatives for an immersion stay to better understand the destination and products Santa Monica offers.

Kerns provided an update on recent trade shows and events the travel trade team has participated in including the Signature Travel Network Webinar, Visit California Outlook Forum, Visiteur Workshop, and CRD Culinary Event. During the Visiteur Workshop, they presented to 33 tourism professionals in Montpellier, France, and hosted a culinary event for 50 of CRD's top clients in Hamburg, Germany in partnership with three California DMOs, Visit California, and Condor.

For SMTT's Group Sales, Kerns updated that SMTT attended the Conference Direct Annual Partner's meeting in Louisville, KY meeting with 25 one-on-one appointments and hosted a luncheon table with nine planners across the United States. Additionally, she informed the committee of the upcoming Visit California PME Roadshow in Denver and Seattle to showcase the state and destination, and Prestige Global Meeting Source Annual Conference in May.

CEO Update: SMTT CEO Kerns updated TMD Committee members on the recent Lt. Governor's Japan Trade Mission with Visit California's Caroline Beteta and GO-Biz's Dee Dee Myers. The visit was part of a larger collaboration focusing on tourism, clean energy and agriculture. Japan works together with the United States on those primary focuses, so tourism is a natural fit to be added to the discussion, especially with Japan's growing market in international travel post-COVID. Kerns shared her visit with Santa Monica's sister city Fujinomia, and how they showcase the relationship and partnership between the two communities by highlighting key landmarks found in Santa Monica in a large and beautiful park.

Kerns updated the committee on the new American Film Market (AFM) location starting in 2023 at Le Meridien Delfina Santa Monica and thanked their team for their hard work keeping AFM in Santa Monica. AFM will be taking place from October 30-November 5th, 2023. She highlighted the upcoming SMTT Travel & Tourism Summit which will be on Wednesday, May 17th from 9:00 am – 12:00 pm at Le Meridien Delfina Santa Monica with breakout sessions to follow. The summit will include regional updates, quick around-the-world updates from SMTT representatives, and awards presentations for the Thelma Parks Tourism Spirit Award and the Tourism Champion Award. She asked if anyone has an outstanding team member or someone who has been a champion to our community to please send in their nomination.

She advised the committee of the upcoming Annual Board of Directors and TMD Committee taking place Wednesday, May 10th from 5:00 pm- 6:30 pm at the Fairmont Miramar Hotel & Bungalows. She informed that the annual joint meeting is important as the Board of Directors will vote on the final budget and operational plan for 2023/24 and there will be updates and highlights from the SMTT operations plan as we move ahead.

Kerns informed the committee of the current open positions at SMTT including Director of Global Sales and Travel Specialist and asked if anyone knows someone who would be a good fit to reach out. She provided an update on the Metro Board's continued discussion regarding the End of the Line Policy that is pending on the Metro Board's staff report recommendations on the policy being presented on Thursday, April 27th.

Kerns updated the committee on the Experience Management Plan (EMP), meetings of each committee continue to take place, including an all-hands meeting on Monday, April 10th. Additionally, the EMP was presented to the Santa Monica City Council Tuesday, April 11th, and was well received by City Council Members.

For the Good of the Order: Chairman Atallah called for any items for good of the order; there were none.

Adjournment: Chairman Atallah called to adjourn the meeting at 5:38 pm.