

**MEETING MINUTES
SANTA MONICA TRAVEL & TOURISM (SMTT)
MEETING OF THE BOARD OF DIRECTORS
WEDNESDAY, MARCH 20, 2024
SANTA MONICA TRAVEL & TOURISM CONFERENCE ROOM**

Call to Order: Chairman Carrey called the meeting to order at 5:13 p.m.

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

Board Present: Chairman Neil Carrey, Vice Chair Younes Atallah, Treasurer Charlie Lopez-Quintana, Secretary Darlene Evans, Member Lauralee Asch, Member Kera Blades-Snell, Member Karen E. Ginsberg, Member Shahid Kayani, Member Jeff Klocke, Member Jan Williamson and City Manager David White.

Also Present: Macerich Vice President of Property Management Julia Ladd, Elevate Public Affairs Executive Vice President Debbie Lee, SMTT President & Chief Executive Officer Misti Kerns, SMTT Chief Operating Officer Evan Edwards, SMTT Chief People Officer Rachel Lozano, SMTT Senior Director of Communications Lauren Salisbury, SMTT Senior Director of Marketing Mandy Eck, SMTT Director of Global Business Development Ozzie Otero and SMTT Executive Assistant Ellen Keegan.

Absent: None.

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

Digital Kiosk Update: Julia Ladd presented an update on the digital kiosks process, next steps and

City Manager Update: City Manager David White provided an update on current City of Santa Monica endeavors which included updates from the recent City Council meeting where SMPD Chief Batista gave an update on crime statistics, new business openings around the city and upcoming citywide events.

Approval of the January 10, 2024 Board Meeting Minutes: Secretary Evans presented the January 10th meeting minutes. Member Williamson moved to approve the minutes and Member Ginsberg seconded the motion. The motion carried unanimously.

Acceptance of the December 2023 & January 2024 Financials: Treasurer Lopez-Quintana presented the December 2023 and January 2024 financial memos and cash basis documents. Vice Chair Atallah moved to accept and Secretary Evans seconded the motion. The motion carried unanimously.

2024-2025 City Annual Report, Budget and TMD Forecast: SMTT COO Edwards presented the annual report to submit to the City, SMTT's annual budget and the TMD forecast to the Board and called for acceptance of the aforementioned. Vice Chair Atallah moved to accept and Secretary Evans seconded the motion. The motion carried unanimously.

Board Recommendation to the Tax Advisory Committee Recommendation: Chairman Carrey presented a motion to recommend that City Council appoint Manju Raman, GM of The Huntley to the 2024 TOTA Advisory Committee. Secretary Evans moved to accept and Treasurer Lopez-Quintana seconded the motion. The motion carried unanimously with City Manager White abstaining.

SMTT Staff Updates: SMTT Senior Director of Marketing Mandy Eck provided an overview of the brand refresh including a photo and video shoot scheduled to support brand efforts for digital and print and future for retail. The official launch will take place at SMTT's annual Tourism Summit and IPW. Eck also provided an overview of Brand USA campaigns including a global consumer and trade reach May 2024 - April 2025 as well as in specific target markets of Canada, United Kingdom and Australia May 2024 - June 2024. Eck also presented a review of SMTT's media buy for Q4.

Next, SMTT Senior Director of Communications Lauren Salisbury provided a recap of recent media coverage garnered by SMTT that reached over 1.5 million in circulation and had an ad value of \$60k. Upcoming FAM tours will offer results from The Sydney Morning Herald Traveler AU, The Day Telegraph UK, AU Review AU. Top performing social media posts from SMTT were also shared.

Finally, SMTT Director of Sales Ozzie Otero shared recent sales efforts to the Travel Trade including a UK Sales and Media Mission March 11-14 in London and a Group Sales trip to Texas for the Prestige Global Annual Conference April 1-3. Otero also presented an overview of SMTT's endeavors for IPW including the trade show itself, California Plaza and our three client events on the Santa Monica Pier, along with the in-destination FAM tours pre- and post-IPW. Next up is the HelmsBriscoe Annual Business Conference May 14-16 in Las Vegas and SMTT's annual Canada Sales & Media Mission June 3-6, 2024. Fair Share details are available for all referred members on our partner webpage.

CEO Update: Kerns gave the board a full picture of all SMTT happenings for IPW and partnerships in the region and state. An invite to the annual tourism summit was announced for May 2, 2024.

For the Good of the Order: There was none.

Adjournment: Chairman Carrey adjourned the meeting at 7:00 p.m.