



bay restoration commission

STEWARDS OF SANTA MONICA BAY

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March 12, 2018

Agenda Item 3 b ii

To: Executive Committee

From: Guangyu Wang, Chief Administrative Director

Re: Approval of a Tourism Representative Application to the SMBRC Watershed Advisory Council and Election of the Tourism Representative to the SMBRC Governing Board

Action Requested of the Executive Committee:

- Recommend Governing Board approval of tourism representative application to the Watershed Advisory Council and election of tourism representative to the Governing Board

Background

The Santa Monica Bay Restoration Commission (SMBRC) Memorandum of Understanding (MOU) provides that the Governing Board shall elect two representatives of the business community/economic interests in the watershed from the Watershed Advisory Council to serve on the Governing Board. One of the representatives shall participate in the coastal tourism industry that operate entirely or partially within the Santa Monica Bay watershed. However, this tourism seat on the Governing Board has remained vacant due to the lack of tourism representatives on the Watershed Advisory Council.

Staff received a letter of intent from Mrs. Misti kerns, President and Chief Executive Officer of the Santa Monica Travel & Tourism to join the SMBRC, thanks for the recent outreach effort made by a Governing Board member. Preliminary evaluation indicates that, as a nonprofit organization that operates within the Santa Monica Bay watershed, the Santa Monica Travel & Tourism should meet the eligibility criteria for serving on the Watershed Advisory Council as specified in the SMBRC MOU. Staff is in the process of obtaining additional information required to verify the organization's eligibility, including a resolution from its board of directors, and additional proof of its non-profit status.

Once the organization's eligibility is verified based on the review of application material received, staff will forward the application to the Governing Board for actions at the April 19 Governing Board meeting, which will include approval of the organization's application as a member of the Watershed Advisory Council, followed by nomination and election of the organization to the tourism industry seat on the Governing Board

