



bay restoration commission

STEWARDS OF SANTA MONICA BAY

santa monica bay restoration commission 320 west 4th street, ste 200; los angeles,
california 90013 213/576-6615 phone 213/576-6646 fax www.smbrc.ca.gov

April 16, 2018

Agenda Item: 3e

To: SMBRC Governing Board

From: Guangyu Wang, Chief Administrative Director

Re: Election of a Tourism Representative to the Watershed Advisory Council

Action Requested of the Governing Board:

- Recommend election of tourism representative to the Watershed Advisory Council

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, a nonprofit organization, thanks for the recent outreach effort made by a Governing Board member. Subsequently, the Santa Monica Travel & Tourism provided additional information required, including a resolution from its board of directors, and proof of its non-profit status. Evaluation of these information indicates that, as a nonprofit organization that operates within the Santa Monica Bay watershed, the Santa Monica Travel & Tourism meets the eligibility criteria for serving on the Watershed Advisory Council as specified in the SMBRC MOU.

The letter of intent from Mrs. Misti Kerns is attached. Additional eligibility documentations are available for review upon request.

STAFF RECOMMENDATION

Accept the application by the Santa Monica Travel & Tourism and elect the Santa Monica Travel & Tourism as a tourism industry representative member of the Watershed Advisory Council.

Attachment

our mission: to restore and enhance the santa monica bay through actions and partnerships that improve water quality, conserve and rehabilitate natural resources, and protect the bay's benefits and values





2427 Main St, Santa Monica, CA 90405
santamonica.com
310.319.6263

March 21, 2018

To Whom It May Concern:

I am writing to you to express my intent to serve on the Watershed Advisory Council. I share the commitment as both a resident and employee of Santa Monica Travel and Tourism to work together to improve water quality, conserve and rehabilitate natural resources, and protect the Bay's benefits and values. I look forward to the opportunity to serve and bring a fair and open-minded perspective to the commission to help serve the membership collectively.

I recognize the need for involvement through my experience as a current member of the Board of Directors for the Santa Monica Pier Corporation and Human Relations Committee for Santa Monica. In addition to my Santa Monica based memberships, a former Chair of the California Travel Association, still serving as an active board member along with Board of Directors and Committee member of the U.S. Travel Association and Visit California, respectively.

I believe my 30+ years of service in the travel and tourism industry and residency in this beautiful City of Santa Monica would bring a welcome addition to your group.

I appreciate your consideration.

Thank you,

A handwritten signature in black ink, appearing to read "Misti Kerns", with a long horizontal line extending to the right.

Misti Kerns CMP CDME
President/CEO