Dear Chamber and Community Members,

Your Chamber of Commerce works at creating a strong local economy, furthering business prosperity and growing jobs. The revitalization of the South Bay Galleria EIR has been released showing their intentions to re-invent themselves. With the exit of Nordstrom’s to Torrance come new opportunities. Shopping malls are changing and no longer focusing on just shopping, they are becoming a blend of different uses and the creative economy is interested in driving less. We are supporting the South Bay Galleria’s revitalization efforts concept #4 because the Galleria is the major producer of the City’s sales tax and the time is now for the Galleria to reinvent itself into a beach gateway location that is exciting with events, technology experiences and place people want to be. The chamber applauds the idea that the project is planned to be fully sustainable.

As the Chamber moves into 2017 / 2018 we are looking forward to working together with our community to create a new vision and identifying common ground initiatives that improve our community. The Chamber believes that moving Redondo Beach towards being a sustainable community is an opportunity for officials, residents, and the business community to come together and create achievable goals to make Redondo Beach the best place to live, work and play.

Engaging City Officials:
City leaders should agree that creating a sustainability plan for Redondo Beach is a worthy goal considering the aggressive actions our California Legislature is taking to reduce our carbon footprint. SB 30 requires our state to reduce greenhouse gas emissions 40% below 1990 levels by 2030. The state will soon be looking to local governments for their cooperation. Redondo Beach officials and leaders should initiate a process to actively listen to the community’s ideas and concerns. We will need a consensus on the definition of sustainability as it pertains to the needs of our community.

Engaging Residents:
Residents are a valuable resource, offering a first-hand perspective on the strengths and weaknesses of our community. They can contribute a cross-section of diverse ideas and challenges that might otherwise be overlooked. Residents can help analyze the specific needs of their community, and ensure sustainability projects are properly designed to meet those needs.

Redondo Beach Chamber Doors of Opportunity:
Chambers around the west all agree that our industry also needs to make changes. Our opportunities lie in digital, lifestyle & health & fitness, food, tourism, technology and mobility. We will need to seek out community partners as our community demands quality of life changes and as we see happening in the retail landscape.

The plumbing of the world is changing; shifts in technology and lifestyle require new approaches for business and consumers California is shifting to a “green” economy and this will require regional collaboration, and the promotion of energy efficiency sustainability, infrastructure investment, and a higher quality jobs. Consumers will continue to demand convenient and technology based solutions and will want projects that create a sense of place. Retailers will have to embrace physical and online platforms to sales via Omnichanneling. Redondo Beach is pivoting to be a technologically savvy community featuring healthy sustainable lifestyles & attractions.

The Chamber needs to participate and lead and engage strategic partnerships that can help us promote the image of Redondo Beach and assist our members to thrive and expand in a rapidly changing business environment. We hope our members will join us on this journey of a rapidly changing world.

Sincerely,

Mary McKenrick,
Chair of the Board
The Government Relations Council (GRC) studies and analyzes issues of interest to Redondo Beach and its business community and take advocacy positions on those issues. Both GRC Committees are charged with communicating the Chamber's viewpoint clearly and strongly to the Redondo Beach Chamber membership, elected officials, and the community at large.

**Government Relations Council:**
*State & Federal*

Alex Maruszko, Morgan Stanley  
Chair State & Federal Committee

- Provide e-Alerts on news about legislative issues that impact local business
- Publish voting records of local and state representatives to keep businesses informed on how they are being represented
- Work with regional business coalitions and organizations to advocate on issues that affect the region
- Represent the interests of business by working with city officials and staff to recommend laws, ordinances and proposals that promote local and regional commerce

**Government Relations Council:**  
*Local Issues*

Ann Garten  
Chair Local Issues Committee

- Review and provide business perspective input to the City’s strategic plan
- Engage community leaders in shaping public policy decisions for the betterment of Redondo Beach businesses
- Attend City Council meetings to assure we are continuing to build a strong local community and the business community’s voice is heard by our city leaders
- Advocate and engage on behalf of responsible revitalization of the city corridors as appropriate
- Unite chamber and other community leaders to speak out with a positive voice on local issues that affect business
- Review and take appropriate action regarding members request for support on local issues
As Redondo Beach hoteliers determine how to fund a Destination Marketing Program, the Chamber will continue to facilitate a limited tourism program using tourism reserves.

- Digital and Print ads will be placed in destination & meeting planning publications
- Maintain Redondo Beach Tourism & Wedding websites
- Host Travel writer events using designated tourism reserves
- Assist Redondo Beach hoteliers with the creation of a separate TMD that continues promotes Redondo Beach as a destination
- Support the mission of the new tourism organization and partner where appropriate

Community Relations
Mickey Marraffino, CenterCal Properties

The Community Relations Committee’s goal is to create programs that help make Redondo Beach a more desirable community in which to live and work. We also recognize deserving individuals and enhance the Chamber's relations throughout the community.

- Continue to deliver a premium Leadership Redondo Program that delivers a community project at the end of each year
- Host two signature community events and identify potential lifestyle changes that can occur
- Identify Community partners to engage in community initiatives
- Engage partners in the Health & Wellness Committee and focus on healthy work environments
- Host a State of the City event for the Business Community
- Celebrate Chamber successes at the Annual Awards and Installation Banquet

Leadership Redondo
Dinah Lary, Coordinator

Leadership Redondo develops effective community leaders who strengthen and transform the community.

- The Chamber Community Foundation assists project fundraising by providing a tax deduction to donors
- Leadership Alumni members act as liaisons to monthly sessions
- Provide provocative 12 month programming focusing on our community
- Recruit up to 25 community participants for the 2018 Leadership Redondo Program
- Hear a project presentation from the Leadership Redondo Class of 2017
- Celebrate the unveiling of the Leadership Redondo 2017 project
- Host a Leadership Recruitment event in the fall of 2017
- Host an Alumni Mixer to welcome the Leadership Redondo Class of 2018
Economic Development Council
Heidi Butzine, Localista Media

The Economic Development Council (EDC) works to create a well-balanced and strong local economy by providing resources and support to help attract, retain and expand businesses, help businesses thrive and create jobs, support the community’s long-term economic development goals, and maintain a strong tax base to preserve and enhance the quality of life in Redondo Beach. In 2017-18, the EDC will:

- Engage City leaders in creating a sustainability Program for Redondo Beach that tackles the aggressive actions the California Legislature is taking to reduce our carbon foot print
- In working with the city, create a Sustainability Plan for Redondo Beach
- Request the City adopt a PACE Ordinance: PACE will allow commercial property owners to qualify for 0% financing on energy, water and seismic upgrades that support the California Clean Energy & Pollution Reduction Act; SB350
- Engage Commercial Landlords in Redondo Beach making them aware of mandates that are coming in 2030 and inform them of availability of 0% financing for commercial buildings (if we get PACE Ordinance) that is attached to the property
- Identify additional E.D. tools available such as TIF Districts, grants and state & federal resources
- Conduct Businesses Education Workshops
- Support local hoteliers in the formation of a TMD (Tourism Marketing District)
- Promote patronage for local businesses through Shop Local Programs
- Maintain and update the Chamber’s online “Business Resource Page” www.RedondoChamber.org
- Collaborate with workforce training and education partners as part of the Workforce Development Program
- Offer FREE SCORE counseling services at the Chamber on Fridays
- Conduct the Future Business Leaders for a Day Program to mentor high school students about starting and operating a business.
- Provide scholarships to high school students participating in the Future Business Leader Program
- Offer Chamber Members the opportunity to connect with consumers through the CHAMBER MAIL program

Member Services Division
Mark Applegate, Mark E. Applegate Insurance Agency

Member Services strives to achieve a strong retention and recruitment programs and to communicate effectively with members and the public to heighten awareness and appreciation of Chamber programs, activities and objectives.

- Engage the Redondo Beach Chamber Membership making personal visits to member businesses
- Work to Increase Membership by 5%
- Membership Retention goal, retain 85% of current membership
- Celebrate Member Anniversaries by recognizing them at networking events with a gift
- Promote New Members and engage them in the activities of the Chamber
- Offer Value Added Benefits to our members and publish them on the Chamber website
- Promote our Members:
  - Guide to Redondo distributed to residents of Redondo Beach encouraging “Shop Local”
  - Social Networking promotions through, Facebook and LinkedIn
- Member to Member Discount Program
- Place Networking photos on the chamber website each month
- Partner with neighboring chamber to offer Regional networking events
- Provide a robust networking program offering events at various times and member locations
- Publish the Guide to Redondo and distribute it to Redondo Beach households
We invite local businesses to join business professionals in becoming a member of the Redondo Beach Chamber of Commerce & Visitors Bureau and making one of the soundest investments you can make in your community. The Chamber is the place business professionals turn to for information about the community, the state and federal government. It is the place to get connected to local business leaders and elected officials. There is no other organization in town that does what we do.

Marna Smeltzer, President / CEO ……………………………310. 376.6911 x 21

Mara Santos, Communications Director ……………………………310.376.6911 x 24

Cheryl Kahnamoui, Membership Manager …………………………… 310.376.6911 x

Karin Kartounian, Destination Marketing ……………………………..310.376.6911 x 27

Ellen Jenkins, Customer Service……………………………………………….. 310.376.6911 x 28

Tracy Nelson, Finance………………………………………………………310.376.6911 x 22 x 22
# Meet Your 2017 - 2018 Board of Directors

**Chair of the Board**
Mary McKenrick, Athens Services

**Past Chair of the Board & Government Relations: Local Issues**
Ann Garten, El Camino College

**Government Relations: State & Federal**
Alex Maruszko; Morgan Stanley Smith Barney

**Tourism Liaison**
Ryan McCarthy Hilton Garden in

**Directors**
- Susan Cordone — California Water
- Jac Folkert — UCLA Health
- Mathew Garth — Northrop Grumman
- Laurie Glover — Silverado Senior Living
- Larry Halvorsen — Express Employment Professionals
- Michael Jackson — Dardanelle, Inc
- Dinah Lary — Simple Life Management
- Sandy Miller — Kaiser Permanente
- Jose Perez — AES
- Duane Rohrbaugh — Portofino Hotel & Marina

**Appointed Representatives**
- Heidi Butzine — North Redondo Beach
- JoAnn Turk — King Harbor
- Reggie Thomas — Pier District
- Michael Sharobiem — South Bay Galleria
- Chris Hatanelas — Riviera Village

**Ex Officio Liaison**
- Joe Hoefgen, City Manager

**Ex Officio Liaison**
- Dr. Steven Keller, R. B. Unified School Dist.

**Ex Officio Liaison**
- Tom Bakaly, Beach Cities Health District
Thank You Chairman Circle Partners For Your Support