

Santa Monica Travel and Tourism, Inc. Applicant

Ms. Lauralee Asch

Application Date: 05/25/21

Reside in Santa Monica: yes

If yes, number of years: 40 years

Work in Santa Monica: no

If yes, number of years:

INTERESTS AND EXPERIENCE

Current or prior service on city boards/commissions:

I am currently on the Travel & Tourism Board completing a partial term, I was appointed by City Council in August 2018.

Community activities:

Police Activities League (PAL) Board of Directors, 2021-2022 President, Board Member since 1996;

Member of PAL Program Committee, Special Events Committee, PAL Golf Classic organizing committee;

Spirit of a Giving Heart, Board of Directors and Committee Chair;

Former liaison to Santa Monica Chamber of Commerce, OWL (Outstanding Women Leaders) Event Committee member

Former member of Santa Monica JAYCEES (Junior Chamber of Commerce)

Qualifications, experience, education, and technical or professional requirements:

During my 29 years working at the Santa Monica Police Department I was always very aware of the importance that visitors to our City have a positive and safe experience on all levels and leave Santa Monica with good memories. In my last 22 years in Community Affairs I was a liaison to the Hotel Management Group and worked on projects supporting Travel & Tourism and the Chamber of Commerce. I worked on numerous public safety videos, social media posts and publications geared toward tourists. I produced a pedestrian safety video starring local resident, June Lockhart, which was translated into 5 languages and distributed to all Santa Monica hotels by Travel & Tourism. This video won the Governor's Highway Safety "Peter O'Rourke Award" and was distributed to 50 other cities and highlighted at the AARP's annual convention.

Areas of demonstrated expertise:

During my career at SMPD Community Affairs I was involved in strategic planning for the department's Community Affairs Unit and crime prevention efforts. I have extensive experience as a liaison to neighborhood & business groups throughout all areas of the city. I was the lead organizer of various large community events: National Night Out, Police & Fire Memorial, Swearing In of Chief Seabrooks (Permanent position), Annual Fire & Police Candy Cane Drive. I also was a member of the inaugural

committee for the Santa Monica (OPA) 4th of July Parade and stayed involved to assist with logistics for five years.

In my career as a public employee I exercised fiduciary oversight of public funds when planning events and making purchases throughout my career as a public servant.

Goals:

SM Travel & Tourism has been extremely successful in marketing Santa Monica as a world class city creating appeal to visitors from all corners of the world. I would like to assist with the continued success of T&T, while also keeping in mind the safety of our visitors and engaging our residential community in a positive way. Due to the pandemic the City's economy is in dire need of revenue generated by the tourism industry. I would like to help, and support, SMTT in these efforts to return Santa Monica to its previous level of economic success.

Vision:

As an avid traveller myself I understand the importance of creating a good experience for everyone who comes to our city on vacation or just for the day. My vision encompasses safety education as well as promoting options to enjoy all of our natural and commercial assets while also balancing the concerns of the residents. As a past Police Department employee (29 years) and long-term resident (over 40 years) I will continue to bring a unique perspective to the Board.

Personal Qualities:

I have held many leadership roles in my career with the Police Department and my personal life, as an executive board member and committee member for the Police Activities League, service clubs, non-profit groups, neighborhood and business groups as well as 28 years as a leader of various Santa Monica city employee organizations. I am a hard worker, self-motivated and a consensus builder who seeks to find a balanced solution so all parties feel engaged and appreciated.

Will you be able to commit the necessary time to perform your duties if appointed to the board?

yes

How did you learn about the vacancy in this board or commission? (select all that apply)

Other

BUSINESS INFORMATION

Occupation: Retired City Employee

Business name: Santa Monica Police Department, Community Affairs

Business address:

Business phone: