

MINUTES

MCTID Oversight Committee – Regular Meeting

Tuesday January 12, 2022 | 3:00PM – 4:30PM

Zoom Conference

Committee Members present: Janine Chicourrat, Sean Damery, Donna Langley, Kevin Ellis, Stephan Lorch, Teri Owens, Amrish Patel, Chris Sommers, and John Turner

Committee Members absent: Harvey Dadwal, Jonathan Macioce and Tim McGregor
Advisors Present: Doug Phillips

Staff present: Rob O’Keefe, Jennifer Johnson, Paul Martin, Teresa Savage, Lindsey Stevens, and Mary Kelley Crnich

Guest present: John Lambeth and Gina Reed, Civitas

John Turner called the meeting to order at 3:04pm

PUBLIC COMMENT None.

ANNOUNCEMENTS: Rob welcomed the newest additions to the MCCVB Team: Mary Kelley Crnich, Administrative Specialist; Sandy Huerta, Marketing Communications Coordinator, and Vanessa Parra, Group Marketing Specialist.

CONSENT AGENDA

A. Minutes of the January 5, 2022 MCTID Oversight Committee meeting
Jennifer noted that the September 8th meeting minutes were inadvertently left off the agenda and will be sent out for approval at the next meeting. *There was a motion to approve the Consent Agenda as presented. M/S Kevin Ellis / Amrish Patel. The motion carried unanimously.*

REGULAR AGENDA

Old Business

A. MCTID Renewal and Strategic Planning

Rob presented a review of the July and September Committee meeting discussions including:

- A look at competitive set budgets showing MCCVB with the second to lowest per room budget; Monterey County’s blended flat rate assessment equates to roughly .07% which is the lowest of all in our comp set
- What it would look like if MCCVB had a \$12-14M budget and what programs could be continued, enhanced or newly implemented to more effectively compete for market share
- The Committee agreed that action must be taken to be more competitive
- The current District expires December 2023 and the Committee agreed that new District should ideally be in place by July 1, 2023
- The Committee agreed that the new District should be a 10 year management plan.
- Boundary expansion to include South County cities on the Hwy 101 was supported

Big Sur | Carmel-by-the-Sea | Carmel Valley | Marina | Monterey | Moss Landing
Pacific Grove | Pebble Beach | Salinas | Salinas Valley | Sand City | Seaside

- Categorical expansion and different approaches to the lodging assessment were to be researched by staff

Rob noted that MCCVB will be partnering with Tourism Economics for an updated study like the one that was done in 2017.

There was discussion regarding the differences, pros and cons of either a flat rate or percentage based lodging assessment. The Committee agreed that the intent is to maintain jurisdictional investment and not supplant it with an increase in Tourism Improvement District revenue.

Rob and Paul presented information on the potential revenue that could be generated by adding other business categories to the District including attractions, golf and restaurants. There was in-depth discussion regarding the challenges and disadvantages of taking the Management District Plan (MDP) in this direction. The Committee members supported and agreed on staff focusing on the boundary expansion and lodging assessment scenarios without adding categories – with the desired outcome to include all jurisdictions maintaining current investment.

Jennifer reviewed the process timeline noting the first step of determining the parameters for inclusion in the MDP being discussed. Janine, Chris, John, Donna, Kevin and Amrish all noted agreement to move forward with the parameters discussed so that Civitas can begin drafting the MDP. The Committee requested that staff present assessment scenarios and increase escalator options at the next meeting; the Committee agreed to a special meeting in February to vote on these items and review/approve the MDP at the March meeting.

GOOD OF THE ORDER None

NEXT MEETING OF THE COMMITTEE: Staff will coordinate a meeting in February as discussed.

John Turner adjourned the meeting at 4:34pm