

MINUTES

MCCVB Board of Directors – Regular Meeting

Thursday January 27, 2022 | 3:00PM – 5:00PM by Zoom Video Conference

Directors Present: Mary Adams, Rick Aldinger, Kevin Ellis, Kirk Gafill, Mimi Hahn, Donna Langley, Teri Owens, Bina Patel, Ed Smith, Chris Sommers, John Turner, Erik Uppman, Kimbly Craig, Stefan Lorch, Sean Damery, and Amrish Patel

Directors Absent: John Narigi

Advisors Present: Jacquie Atchison, Norm Groot, Mike LeBarre, David Lurie, Paula Joy MacNab, Matt Mogensen, Kim Stemler, Hans Uslar, and Anna Velazquez

Staff Present: Rob O’Keefe, Jennifer Johnson, Teresa Savage, Lindsey Stevens, Jeniffer Kocher, Mary Kelley Crnich, Edward Isabella and Paul Martin

CALL TO ORDER – Chris Sommers called the meeting to order at 3:02pm.

PUBLIC COMMENT – None

VIRTUAL MEETINGS – Chris reviewed the AB361 requirement to declare findings in order to continue meeting virtually. *There was a motion to continue having MCCVB Board and Committee meetings virtually due to the health and safety risks to attendees. M/S Rick Aldinger/John Turner. The motion carried unanimously.*

STAFF ANNOUNCEMENTS – Rob O’ Keefe updated the Board on positions filled since the last Board meeting – Mary Kelley Crnich, Administrative Specialist and Sandy Huerta, Marketing Communications Coordinator. Lindsey Stevens announced that MCCVB’s “Now Is The Moment” campaign and the Monterey Plaza Hotel & Spa are finalists for Visit California’s Poppy Awards. Rob and the Board congratulated Norm Groot, Executive Director of Monterey County Farm Bureau, who was recently recognized as a 2021 TAMC Transportation Excellence Award Honoree.

PRESENTATION – Rob provided an overview of MCCVB’s 2022 Outlook report that will be published soon noting trends and forecasts in Occupancy, Employment and Visitor Spending. There was discussion regarding the continued effects of Covid-19 variants including group business booking cancellations and date postponements.

CONSENT AGENDA

- A. Minutes of the October 28, 2021 Board of Directors Regular Meeting
Recommended Action: Approve minutes as presented.
- B. Committee Meeting Minutes
Recommended Action: Receive draft minutes of the Committees’ meetings as presented.
- C. Monthly Reports
Recommended Action: Receive mid-year department reports as presented.
- D. FY2021-22 Board and Committee Meeting Schedule
Recommended Action: Approve revised schedule of meetings as presented.
There was a motion to approve the Consent Agenda as presented. M/S Kimbly Craig/Mary Adams. The motion carried unanimously.

REGULAR AGENDA

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

New Business

- A. December 2021 (Mid-year) Financial Statements and Line of Credit Renewal
Paul Martin reviewed the Occupancy Index, City of Monterey's investment status, and year to date revenue and expense variances to budget. He also reviewed the Balance Sheet and cash flow status. Chris thanked the team for their savvy financial management. *There was a motion to approve the December/Mid-Year Financial Statements as presented. M/S Bina Patel/Kimbley Craig. The motion carried unanimously.*

Paul reviewed the Line of Credit renewal application noting Rob O'Keefe, Jennifer Johnson, Stefan Lorch and Christopher Sommers as signers. *There was a motion to approve the Line of Credit application at Mechanics Bank as presented. M/S Rick Aldinger/Sean Damry. The motion carried unanimously.*

- B. FY2021-22 Business Plan Implementation, FY2021-22 Budget Reforecast and ARPA Plan

Lindsey presented Marketing Communications Mid-Year results noting goal achievements. She also reviewed the Earned Media Measurement transition that is planned. Erik Uppman commented that he and Lindsey, along with the Marketing Committee had discussed the new measurement and all agreed on the shift. Lindsey also reviewed the upcoming planned campaigns.

Teresa Savage provided a Mid-Year recap noting goal achievement in leads. She highlighted the recently released Meetings Industry Pulse Survey results by Northstar Meetings Group. She also reviewed upcoming planned sales activities including 2 international events and MCCVB's Book Now promotion results and criteria.

Jeniffer Kocher thanked the board, team, hospitality businesses and first responders for their collaborative work during the Colorado Fire. She recapped MCCVB's Inspiration Table Schedule noting that Cannery Row has been added in May. She also provided an overview of the new Virtual Visitor Center development process; Lindsey provided an overview of the application launch and promotion timeline.

Paul Martin presented the Budget Reforecast including variance explanations. Kirk Gafill asked if holding off on PPP Loan was a recommendation from staff. Paul replied yes. *There was a motion to approve Fiscal Year 2021-22 Budget Reforecast. M/S Kevin Ellis/Mimi Hahn. The motion carried unanimously.*

Rob and Paul reviewed the ARPA Recovery Funds plan and budget including collaborations with the Monterey County Farm Bureau and Monterey County Vintners and Growers Association (MCVGA) and others. Paul recapped that the agreement was not yet approved by the Board of Supervisors and therefore not included in the Reforecast, that the agreement is for \$1.8M over three years and \$200k specifically passed through to MCVGA. Rob noted that the plan is necessarily flexible and budget amounts and priorities may evolve as we come out of Covid. *There was a motion to approve ARPA Tourism Recovery plan. M/S Kirk Gafill/Mimi Hahn. The motion carried with Kimbley Craig and Mary Adams abstaining.*

- C. Strategic Planning Update

Rob discussed the Strategic Planning Process, that will be led by the Board and provided an overview of the project phases and timeline noting the potential to announce the plan to the community at the Annual Meeting. Rob discussed plans for the Board Meeting in February to be a Board Retreat focused on Strategic Planning.

BOARD MEMBER ANNOUNCEMENTS – Mary thanked the firefighters who responded to the Colorado fire. Kirk thanked Supervisor Adams, MCCVB staff, and the hotel community for their efforts in response to the Colorado fire. Anna Velazquez expresses gratitude to the MCCVB for including Soledad in marketing promotions and the County-wide collaborations that are ongoing.

GOOD OF THE ORDER – None.

NEXT MEETING OF THE BOARD: Thursday February 24, 2022 at 2:00pm

ADJOURN – Chris adjourned the meeting at 4:56pm

Approval of the Minutes

I attest that the MCCVB Board of Directors approved these meeting minutes at a regularly scheduled Board of Directors meeting on February 24, 2022.

Signed Bina Patel, Board Secretary

Date