

MINUTES

MCCVB Board of Directors – Regular Meeting

Thursday January 28, 2021 | 2:00PM – 5:00PM by Zoom Conference

Directors Present: Mary Adams, Rick Aldinger, Janine Chicourrat, Kimbley Craig, Sean Damery, Kevin Ellis, Kirk Gafill, Jeroen Gerrese, Mimi Hahn, John Narigi, Teri Owens, Amrish Patel, Bina Patel, Tim Ryan, Ed Smith, Chris Sommers, and John Turner Directors Absent: John Lloyd

Advisors Present: Jacquie Atchison, Carol Chorbajian, Norm Groot, Mike LeBarre, Stefan Lorch, Paula Joy MacNab, Matt Mogensen, Doug Phillips, Kim Stemler and Hans Uslar

Staff Present: Rob O’Keefe, Jennifer Johnson, Teresa Savage, Lindsey Guinn, Jeniffer Kocher and Paul Martin

CALL TO ORDER Kevin called the meeting to order at 2:03pm.

PUBLIC COMMENT None.

STAFF ANNOUNCEMENTS Rob O’Keefe noted Paul Martin’s achievement in earning the American Hotel & Lodging Educational Institute Certification in Hotel Industry Analytics (CHIA). He also welcomed Linsey Guinn to the team, milestone and other anniversaries of team members and MCCVB’s crisis response to recent weather events. Janine Chicourrat noted MCHA’s focus on vaccination collaborations. Rob thanked Jeroen Gerrese and Randy Venard for their service to the organization and contributions throughout their years of involvement.

CONSENT AGENDA

- A. Minutes of the October 29, 2020 MCCVB Regular Board of Directors Meeting
Recommended Action: Approve Minutes as presented.
- B. Committee Meeting Minutes
Recommended Action: Receive Minutes.
- C. December Department Reports
Recommended Action: Receive reports.
- D. FY2020-21 Board and Committee Meeting Schedule revision
Recommended Action: Approve revised schedule of meetings as presented.
- E. FY2020-21 Incentive Plan
Recommended Action: Receive plan as reviewed by the Compensation and Executive Committees.
- F. MCCVB Sales Committee Roster
Recommended Action: Approve Sales Committee roster revision as presented.

Rob noted the change in the meeting schedule; a Board meeting was added to schedule in March. *There was a motion to approve the Consent Agenda as presented. M/S Kimbley Craig/Janine Chicourrat. The motion carried unanimously.*

REGULAR AGENDA

New Business

- A. Board Vacancy

Kevin noted the Nominating Committee’s recommendation to appoint Erik Uppman to the Director seat and fulfill the term vacated by Diane Mandeville.

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

There was a motion to appoint Erik Uppman to the Director seat and fulfill the term ending June 30, 2022. M/S Kirk Gafill/Mary Adams. The motion carried unanimously.

B. MCCVB Line of Credit Renewal

Paul reviewed the history of the line of credit noting that it has not been used but maintains an additional layer of financial protection if needed. *There was a motion to approve the renewal of MCCVB's Line of Credit at Mechanics Bank with signers identified as Jennifer Johnson, Kevin Ellis and Chris Sommers. M/S Ed Smith/Mary Adams. The motion carried unanimously.*

C. Committee Updates

Rob reviewed the list of Committee meetings held since the last Board meeting and invited Committee Chairs to share updates with the Board. Chris Sommers provided an update on the Finance Committees work noting great analytics and excellent financial management by staff. Mimi Hahn noted the Marketing and Sales Committee's review of the plans presented. Janine added appreciation for staff's financial management in preparation for a comeback campaign and the team recruitment of qualified professionals. John Turner noted the MCTID's review of the financials and plans echoing the support of other Committees.

D. December 2020 (Mid-year) Financial Statements

Paul reviewed the revenue and expense variances to budget year to date noting that the savings will be shown in the Reforecast and used for the phased comeback campaigns. *There was a motion to approve the December FY2020-21 Financial Statements as presented. M/S John Turner/Chris Sommers. The motion carried unanimously.*

E. Marketing Recovery Update and FY2020-21 Reforecast Budget and Plan

Rob noted that much of the information being presented has been reviewed by the Committees and invited additional questions or feedback at any time. Paul reviewed the Year To Date ADR and Occupancy trend actuals compared to the Impact Model. Rob reviewed data related to traveler confidence. Linsey Guinn updated the Board on the current campaigns running including leisure, group, local and air service and the planned campaign spending for 3rd Quarter. Teresa Savage reviewed past and future Client Engagement activities. Jeniffer Kocher reviewed MCCVB's community relations initiatives and network of connections in the community. Rob reviewed the proposed Organizational Goals as 1) in Group Business Development, Preference to Book a Future Meeting and 2) in Leisure, Intent to Visit. Rob and Paul reviewed trends and forecasts from Tourism Economics and other sources related to the estimated timing for recovery of leisure and group business in the industry. Rob also noted what other regional DMOs have reported related to recovery campaigns and timing.

Paul went through the Budget Reforecast in detail noting revenue is conservatively estimated based on occupancy trend and the variances in each department's budget from the Budget approved in June 2020. He summarized the net retained savings and cash flow debits and credits noting nearly \$1.6 million available for the "Comeback" campaign; estimating \$1.2 million spend in

this and \$400k in the 2021-22 fiscal year with initiative and expense timing determined by destination circumstances.

Rob reviewed staff's recommended approach and focus for the recovery noting our ability to drive the Rate of recovery with a communitywide effort and continued jurisdiction investment. There was discussion regarding the three-year phasing of the "comeback" campaign with Board members noting uncertainty in the timing of the return of in-person meetings and events. John Narigi and others noted resident sentiment regarding tourism as an opportunity for community engagement. There was discussion regarding jurisdiction investment as a crucial component of the plans.

Rob reviewed the Org Chart noting only 11 current full-time team members are executing all of the work being accomplished and that three open positions are expected to be filled by April. He noted that staff would continue to monitor marketplace conditions during the vaccine rollout, work with jurisdictions in the coming months to secure resources for the recovery initiatives into the next fiscal year, create a Marketing Collaboration Task Force and review the campaign details with the Board at the March 25th meeting.

There was a motion to approve the FY2020-21 Budget Reforecast and Plan as presented. M/S Rick Aldinger/ John Turner. The motion carried unanimously.

BOARD MEMBER ANNOUNCEMENTS None.

GOOD OF THE ORDER None.

Kevin noted that the next meeting of the Board is scheduled for Thursday, March 25, 2021.

Kevin adjourned the meeting at 4:13pm.

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 March 28, 2021.

Signed Teri Owens, Board Secretary

Date