

## MINUTES

MCCVB Board of Directors – Regular Meeting

Thursday January 30, 2020 | 2:00PM – 5:00PM

Hyatt Regency Monterey Hotel & Spa | One Old Golf Course Rd., Monterey, CA 93940

Directors Present: Mary Adams, Rick Aldinger, Janine Chicourrat, Sean Damery, Kevin Ellis, Kirk Gafill, Jeroen Gerrese, Mimi Hahn, John Lloyd, Teri Owens, Amrish Patel, Ed Smith, John Turner, and Julie Weaver

Directors Absent: Rene Boskoff, Kimbley Craig, Diane Mandeville, Bina Patel, and Tony Tollner

Advisors Present: Jaquie Atchison, Jennifer Fahselt, Paula Joy MacNab, Doug Phillips, Kim Stemler and Hans Uslar

Staff Present: Rob O’Keefe, Jennifer Johnson, Mark McMinn and Paul Martin

CALL TO ORDER John Turner called the meeting to order at 2:00pm

PUBLIC COMMENT None.

### MEMBER AND STAFF ANNOUNCEMENTS

Rob O’Keefe updated the Board members on the Tourism Outlook forum coming up on March 5<sup>th</sup>, the status of open positions, the possibility for a main office relocation, the Big Sur Stewardship Plan progress and MCCVB’s Districts 1, 2 and 3 marketing campaign and results.

### CONSENT AGENDA

- A. Minutes of the November 7, 2019 MCCVB Regular Board of Directors Meeting
- B. Committee Meeting Minutes
- C. Monthly Department Reports
- D. FY2019-20 Board and Committee Meeting Schedule (revised)  
*There was a motion to approve the Consent Agenda as presented. M/S Mary Adams / John Lloyd. The motion passed. Rick Aldinger abstained.*

### REGULAR AGENDA

#### New Business

- A. December 2019 Financial Statements  
Jennifer Johnson reviewed the financial statements and answered Board member’s questions.  
*There was a motion to approve the December 2019 financial statements as presented. M/S Rick Aldinger / Janine Chicourrat.* Jennifer explained the process and motion needed to renew the MCCVB’s Line of Credit with Mechanics bank. *There was a motion to submit the application for the Line of Credit up to \$200,000 with Jennifer Johnson, John Turner and Kevin Ellis as signers. M/S Rick Aldinger / Amrish Patel. The motion passed unanimously.*
- B. FY2019-20 Budget Reforecast  
Rob presented the Reforecast recommendation from staff. There was discussion regarding the MCTID revenue analysis and potential causes of the flat to decline in specific areas. Rob and the Board discussed the challenge in meeting goals related to booked groups with 300 or more rooms on peak. He outlined the reforecast inclusion of discretionary incentive, new air service promotion, and incremental group marketing while also noting the possibility of an additional \$134,000 liability as the Visitor Center payback to the City of Monterey dispute is still unresolved. *There was a motion to approve the FY2019-20 Budget Reforecast as presented. M/S Mimi Hahn / Ed Smith. The motion passed unanimously.*

## C. Group Business Development

Mark McMinn presented a recap of the activities and outcomes of the recent SPINCon event noting that 80% of the attendees had never been to Monterey. He also reviewed MCCVB's sponsorship and exposure at the recent PCMA Convening Leaders conference in San Francisco including our hosted reception and post FAM including 9 new clients and feedback. Mark then reviewed the purpose and firm chosen [2 Synergize] to conduct the Group Market Analysis project. There was discussion regarding the need for analysis to determine the most strategic deployment and incentive program for the Group Business Development team recognizing that the current year's focus on generating leads with groups of 300+ rooms on peak are not converting into bookings in the destination.

John Turner noted that the agenda included a closed session in anticipation of the Search Committee being able to present the President and CEO candidate's name and information for the Board's approval. However, the processes needed to do so are not completed. There was discussion regarding the time that the process has taken. Jennifer explained that due to required confidentiality, we are unable to discuss the candidate's name and or the reason for the extended timeline in the process until the steps completed to a positive result. Janine suggested that we make the February 13<sup>th</sup> MCTID Oversight Committee meeting a joint meeting with the Board if an announcement would be able to be made by then. *There was a motion to make the Feb. 13<sup>th</sup> meeting a joint meeting of the Board and MCTID Oversight Committee. M/S Julie Weaver / Rick Aldinger. Ed Smith noted that he would need to call in to that meeting. The motion passed unanimously.*

## GOOD OF THE ORDER

Kim Stemler noted that MCVGA is developing a 2030 visioning plan and invited board members to participate in the focus group. Ed Smith noted the pending election and asked the Board members to vote yes on Measure G.

NEXT MEETING Rob noted the upcoming meetings including the next Board meeting on Thursday March 26, 2020 2:00pm.

ADJOURN John Turner adjourned the meeting at 3:13pm