

MINUTES

Board of Directors – Regular Meeting of the Board
Thursday January 31, 2019 | 2:00 PM – 5:00 PM
Embassy Suites | 1441 Canyon Del Rey, Seaside, CA 93955

DIRECTORS PRESENT

John Lloyd
Mimi Hahn
Rick Aldinger
Janine Chicourrat
John Turner
Bina Patel
Mary Adams
Ed Smith
Julie Weaver
Amrish Patel
Rene Boskoff
Teri Owens
Diane Mandeville
Matt Glazer

ADVISORS PRESENT

Marilyn Lidyoff
Jacquie Atchison
Doug Phillips
Paula Joy MacNab
Jennifer Fahselt
Norm Groot
Gill Campbell
Hans Uslar

DIRECTORS ABSENT

Sean Damery
Tony Tollner
Tim Kessler
Jeroen Gerrese
Kimbley Craig

ADVISORS ABSENT

Kim Stemler
Carol Chorbajian

STAFF PRESENT

Tammy Blount-Canavan
Mark McMinn
Jeniffer Kocher
Paul Martin
Jennifer Johnson
Rob O'Keefe

Guests:

Gary Cursio
Mike La Pier

CALL TO ORDER: John Lloyd called the meeting to order at 2:01pm. He wished everyone a Happy New Year and thanked Teri Owens for hosting the meeting.

PUBLIC COMMENT: None

PRESENTATIONS

- A. Gary Cursio presented an update on MCHA's Government Affairs Committee topics including water and MCHA's letter to the County regarding its position on short term rentals.
- B. Mike La Pier presented information on Monterey Regional Airport activities including the United Airlines flight to Denver, the American Airlines flight to Dallas, focus on airline reliability, luxury travel trends and possibilities of adding additional routes and carriers.

MEMBER AND STAFF ANNOUNCEMENTS

John Lloyd, on behalf of the Board, recognized Tammy's seven year anniversary as President and CEO of MCCVB. Tammy Blount-Canavan thanked the Board. She noted that since the October Board meeting the new MCTID, with a five year term, was finalized and established in November. She gave the Board a staffing update. Tammy updated the Board on her recent trip to Victoria, BC where she spoke at the Impact Conference on MCCVB's Sustainable Moments initiative. She recapped her upcoming travel schedule. Tammy noted that MCCVB has signed an agreement with new advertising agency Struck. She also noted that each Board member's packet today includes updates: Org Chart, Sales Deployment Map, Board Contact List and Team Member Roles.

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CONSENT AGENDA

- A. Minutes of the September 26, 2018 Board of Directors Meeting
- B. Committee Meeting Minutes
- C. 2018-2019 Board and Committee Meeting Schedule
- D. Monthly Reports
- E. MCCVB Financial Policies and Procedures

Jacque Atchison asked if there was an update on the questions asked during the Auditors' presentation at the last meeting. She also asked if, with less committees, there were going to be committee assignments. Tammy noted that the MCTID financials transition was time consuming and that we will have an update from the Auditor at the next board meeting. She also noted that there is one less committee (Community Relations) and that there were no assignments to committees this year.

There was a motion to approve the Consent Agenda, M/S Rick Aldinger/Julie Weaver. The motion passed unanimously.

REGULAR AGENDA

NEW BUSINESS

A. New Board Member

Rick Aldinger recapped the Nominating Committee meeting and shared a brief bio of the Committee's recommended candidate, Matt Glazer, to fill the board seat vacated by Brad Shupe.

There was a motion to approve the Nominating Committee's recommendation and appoint Matt Glazer to the Board to fulfill the term vacated by Brad Shupe, M/S Janine Chicourrat/John Turner. The motion passed unanimously.

B. Transaction Resolutions

Tammy reviewed the purpose of the transaction resolutions noting that Kimbley Craig and Matt Glazer have businesses that MCCVB might have transactions with.

There was a motion to approve the resolution regarding future transactions between MCCVB and K. C. Media M/S Rick Aldinger/John Turner. The motion passed unanimously.

There was a motion to approve the resolution regarding future transactions between MCCVB and Deetjen's Big Sur Inn M/S Rick Aldinger/John Turner. The motion passed. Matt Glazer abstained.

C. 2018-19 December Financials and Mid-Year Budget Reforecast

Paul Martin reviewed the financial statements as reviewed and recommended for approval by the Finance Committee. He explained in detail the recording of the old TID receivables in the quasi cash basis differentiating the old and the new district revenues.

There was a motion to approve the December Financial Statements as presented M/S Julie Weaver/Rick Aldinger. The motion passed unanimously.

Paul reviewed the 2018-19 Mid-Year Budget Reforecast noting the normalization of the TID and the year to date variances in the December statements accounted for.

There was a motion to approve the 2018-19 Mid-Year Budget Reforecast as presented M/S Rick Aldinger/Ed Smith. The motion passed unanimously.

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D. Membership Dues

Jennifer Johnson reviewed the history of MCCVB's membership dues, the research that staff compiled on competitive set DMOs' membership dues and financial assumptions regarding the potential reduction in members. The Executive Committee members recapped their recommendation to right-size MCCVB's membership dues versus reverting back to an administratively time consuming tiered or a la carte structure. There was discussion regarding the timing of the change (new fiscal year) and possible challenges for those businesses on a calendar versus fiscal budget.

There was a motion to approve the Executive Committee's recommendation to increase the Membership dues as presented, effective beginning in the 2019-20 fiscal year M/S Rene Boskoff/Ed Smith. The motion passed unanimously.

E. Destination Stewardship Plan

Tammy explained the challenges recognized in the destination that were the catalyst for the Sustainable Moments initiative including inappropriate visitor behaviors, our duty of care for our environment, and resident feedback. She noted that stewardship plans have been catalysts for conversations that unify communities regarding the protection of our product and attracting new customers.

Rob O'Keefe provided an overview of the benefits that other destinations have realized from both the process of development and execution of similar plans. He noted having conversations with Fort Worth and Denver regarding their master plans, the process they chose and the outcomes.

Tammy reviewed the proposed process that would be included in the development of a destination stewardship plan including the involvement of the jurisdictions, extensive interactions with stakeholders, and the advantages of leading the process for our region.

There was discussion regarding the scope of the work. Diane Mandeville asked whether the MCHA should pursue the project. Several board members agreed that the MCCVB should be the lead agency for this regional project focused on the stewardship of the area, not master planning. There were concerns expressed including the potential for the MCCVB to be seen as responsible for the challenges or adverse effects of tourism. Board members noted that the MCCVB is already often seen as the reason for traffic or other problems.

Rick Aldinger noted that the Big Sur residents support a stewardship plan and that ensuring any plan developed is regional would be the best approach for the destination. Norm Groot noted that the concept is sound and that the agriculture industry is greatly affected by tourism impacts and traffic concerns. John Turner suggested that the MCCVB should lead a robust education session and discussion with the agencies, jurisdictions and partner organizations that would need to be brought to the table to get a broader understanding of the project, and to gauge the participation likely to evolve. Board members noted agencies and organizations that should be included in the initial discussion including MCHA, Monterey Regional Airport, CSUMB, MST, Board members not currently present, the Sustainable Moments Collective members, city managers and utility representatives. John Lloyd summarized the discussion, noting this is an important initiative that should move forward swiftly, and not wait until the next Board meeting.

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There was a motion that the MCCVB issue an RFI to qualify a firm to propose the project scope and educate the stakeholder group at an initial destination stewardship educational meeting to be coordinated in the near future, and for staff to distribute sample master plans for the Board's review in advance of the meeting. M/S Janine Chicourrat/John Turner. The motion passed unanimously.

GOOD OF THE ORDER

Gill Campbell noted that WeatherTech Raceway will be presenting an Economic Impact report to the Board of Supervisors on Tuesday noting \$84.5 million in economic impact. Ed Smith noted the return of Indy Car racing to the track and congratulated Gill on the great work there.

John Lloyd noted that the next MCCVB Board of Directors meeting is on Wednesday March 27, 2019 at **Fairway One - The Lodge at Pebble Beach**.

ADJOURN

John Lloyd adjourned the meeting at 4:38pm

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