

MINUTES

MCCVB Board of Directors – Regular Meeting

Thursday February 24, 2022 | 2:00PM – 5:00PM by Zoom Video Conference

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

Directors Absent: John Narigi

Advisors Present: Jacquie Atchison, Michael La Pier, Mike LeBarre, David Lurie, Paula Joy MacNab, Kim Stemler, and Hans Uslar

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

Guests present: Jen Gray-O’Connor and Chris Harder with Coraggio Group, Janine Chicourrat, Colleen Courtney and Barry Toepke

CALL TO ORDER – Chris Sommers called the meeting to order at 2:01pm.

PUBLIC COMMENT – None

STAFF ANNOUNCEMENTS – Rob O’Keefe recognized Lauren Siring for receiving the Industry Leader award in the 2022 Smart Women in Meetings Awards by Smart Meetings.

CONSENT AGENDA

- A. Minutes of the January 27, 2022 Board of Directors Regular Meeting
Recommended Action: Approve minutes as presented.
- B. Monthly Reports
Recommended Action: Receive January 2022 department reports as presented.
- C. January 2022 Financial Statements
Recommended Action: Approve statements as presented.
- D. Board and Committee Meeting Schedule revision
Recommended Action: Approve schedule revision as presented.
There was a motion to approve the Consent Agenda as presented. M/S Rick Aldinger/Mary Adams. The motion carried unanimously.

REGULAR AGENDA

New Business

A. Business Plan Update

Teresa Savage provided the Business Development department update noting that between now and the end of the fiscal year, the Business Development team has over 30 events scheduled and she provided highlights.

Lindsey Stevens provided the Marketing Communications Department update on the spring media push, luxury campaign launch, and “Now is the moment” campaign re-launch, and launch of a new paid-search co-op. She also mentioned adding a new research analytics resource, Sight Ligne, who will audit current work as well as assist with an aligning research and analytics with the Strategic Planning Process.

Paul Martin provided an overview of the Finance department noting a simplified chart of accounts in development, which will aid in tracking ARPA budget. He also noted the estimate for the Fiscal Year 2022-23 Business Plan budget is \$7-\$7.5 million.

Jeniffer Kocher presented a Community Relations update noting current work with the Monterey Peninsula Chamber of Commerce, and CSUMB’s Sustainable Hospitality Program.

She also noted that MCCVB's Virtual Visit Widget has gained 1,000 users in the first three weeks and that more analytics will be available over the next few months. Rob encouraged the Board to download the app noted that the purpose of the app is to get visitors to stay longer, do more, and spend more. Public Comment – none.

B. Strategic Planning

Rob opened the Strategic Planning discussion with an overview of "what if" possibilities for the organization and destination. He introduced Chris Harder and Jen Gray'OConnor from Coraggio Group. Chris and Jen presented an in depth review of the Strategic Planning project phases noting the current phase work including the Stakeholder Survey, Town Halls, Focus Groups and Individual Interviews that will all be taking place in March. They reviewed the project timeline and planning elements for success. Chris H. shared examples of the deliverables including the Situation Assessment, Strategic Plan and tools that will assist the organization in taking strategy to action, monitoring progress and measuring success.

The Board of Directors discussed and provided Coraggio feedback on potential barriers to success with the process, what the future of Monterey County tourism could be, historical and visionary visitor profiles, and what the future priorities for MCCVB should be. Rob thanked the Board members for their engagement and participation in the robust discussion noting it is a great first step in the process. Public Comment – none.

BOARD MEMBER ANNOUNCEMENTS

- Mimi Hahn announced that all Board members would soon receive an invitation to the Aquarium's new exhibit launch event.
- Mary Adams noted that there will be a Water Issues Forum on March 15th at 1:30pm in the Board of Supervisors chambers giving the public an opportunity to share thoughts on the topic.
- Rick Aldinger announced that MCHA has chosen 2 Professionals of Year and John Turner is recognized as one of them. Rick and other Board members congratulated John.

GOOD OF THE ORDER – None.

NEXT MEETING OF THE BOARD: Thursday April 28, 2022 at 3:00pm

Chris Sommers adjourned the meeting at 3:58pm

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 April 28, 2022.

Signed Bina Patel, Board Secretary

Date