

## MINUTES

### MCCVB Executive Committee – Special Meeting

Friday March 13, 2020 | 11:30AM– 12:30PM

MCCVB Office | 787 Munras Ave. Suite 110, Monterey, CA 93940

Committee Members Present: Kevin Ellis, Jeroen Gerrese, Mimi Hahn, John Lloyd, and John Turner Staff Present: Rob O’Keefe, Paul Martin, Rachel Dinbokowitz and Jennifer Johnson

Others Present: Amy Herzog, Chris Sommers, Janine Chicourrat, Doug Phillips, and Frank Geisler

John Turner called the meeting to order at 11:30am

PUBLIC COMMENT None

MEMBER AND STAFF ANNOUNCEMENTS Rob updated the Committee on the status of the MCCVB’s open positions and the communications with the building owners.

#### REGULAR AGENDA

##### New Business

##### A. Coronavirus

Rob opened the discussion regarding the impact to occupancy in Monterey County. Janine asked if MCCVB would see a reduction in staff as San Francisco Travel has done. Rob noted that MCCVB has 7 full time positions open and that they have been frozen. He added that he is monitoring the situation with regard to the Visitor Center. Rob informed the Committee that MCCVB’s media spend and other activities have been paused or put on hold and messaging is being revised.

Paul reviewed the impact model that he has created to demonstrate the impact of reduced occupancy to TOT and MCTID collections. Mimi noted that the Aquarium is conducting a survey and analysis that she will share with MCCVB to assist in the forecast modeling process. She noted that the Aquarium’s messaging has been modified but they are not ‘going dark’ with their marketing plans.

Rob updated the Committee on the collaboration efforts between Visit Carmel, MCHA, Monterey Peninsula Chamber of Commerce and other organizations to ensure that the messaging is one of a unified voice. There was discussion regarding the group business and the focus on postponements instead of cancellations. Rob noted that he will send out talking points in addition to the press release that is being drafted and distributed.

GOOD OF THE ORDER None

John Turner adjourned the meeting at 12:51pm