

MINUTES

MCCVB Board of Directors – Regular Meeting

Thursday March 25, 2021 | 3:00PM – 5:00PM by Zoom Conference

Directors Present: Mary Adams, Rick Aldinger, Janine Chicourrat, Kimbley Craig, Kevin Ellis, Mimi Hahn, John Narigi, Teri Owens, Amrish Patel, Bina Patel, Chris Sommers, John Turner and Erik Uppman

Directors Absent: Sean Damery, Kirk Gafill, John Lloyd, Ed Smith and Tim Ryan

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

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

CALL TO ORDER Kevin called the meeting to order at 3:02pm.

PUBLIC COMMENT None.

STAFF ANNOUNCEMENTS Rob O’Keefe noted three positions recently filled; two former team members brought back [David Cater, Business Development Executive, Travel Trade and Maggie Ferraro, Business Development Coordinator] and one new team member, Starr Hoku Young, Digital Marketing Specialist who will begin on April 1st.

CONSENT AGENDA

- A. Minutes of the January 28, 2021 MCCVB Regular Board of Directors Meeting
Recommended Action: Approve Minutes as presented.
- B. Committee Meeting Minutes
Recommended Action: Receive Minutes.
- C. February Department Reports
Recommended Action: Receive reports.
- D. FY2020-21 Board and Committee Meeting Schedule revision
Recommended Action: Approve revision to the meeting schedule as presented.
There was a motion to approve the Consent Agenda as presented. M/S Rick Aldinger/John Turner. The motion carried unanimously.

REGULAR AGENDA

New Business

- A. Diversity, Equity, Inclusion and Unconscious Bias
 - Rob introduced Anita Paige, Fired Up Culture principal and expert in Diversity, Equity and Inclusion [DEI] and explained this session was a follow up to Board direction from previous development of a Diversity statement for MCCVB. The Board directed Staff to develop further DEI content for a presentation before the end of the Fiscal Year.
 - Anita framed the content in terms of how DEI is important for conducting business and presented information noting greater productivity and customer engagement where DEI is a commitment of leadership and lived throughout the organization.

- She reviewed the phases of DEI alignment, inclusivity modeling and performance levers.
- Christian Paige introduced the “ladder of inference” exercise to recognize bias and assist in becoming aware of the reflexive loop that occurs in every day decision making.
- Anita reviewed tools for implementing a DEI imperative including the five levels to having DEI sustained as “the new norm” in an organization.
- There was discussion regarding next steps for the Board and organization related to the DEI commitment. Rob noted that staff will work with the Board to consider these values as part of an overall discussion about Board Governance. Rob thanked Anita and Christian for providing the training; Anita and Christian left the meeting.

B. Board Director and Officer Vacancy

- Kevin noted that the Nominating Committee met regarding the open Director seat and Chair Elect Officer position made vacant by Jeroen Gerrese’s departure.
- The Committee recommends leaving the Director seat vacant until the new fiscal year and they nominate Chris Sommers as Chair-Elect through the rest of this fiscal year.

There was a motion to elect Chris Sommers to Chair Elect Officer position through June 30, 2021. M/S Rick Aldinger/Janine Chicourrat. The motion carried unanimously with Chris Sommers abstaining.

C. February 2021 Financial Statements

Paul Martin reviewed a summary of the financials. *There was a motion to approve the February 2021 Financial Statements as presented. M/S Mary Adams/Chris Sommers. The motion carried unanimously.* Norm Groot noted an error on the presentation slide that said “expense” where it should have said “revenue”.

D. MCCVB Business Plan Update

- Extending from the January Board meeting, Rob provided more detail for the three year phased approach to the destination’s recovery noting jurisdiction investment will be critical in next year’s budget and business plan. Board members noted that aggressive programs are needed.
- There was discussion around the ability to host group business in the destination and how it is critical to the economy’s recovery including occupancy, average daily rate (ADR) and overall guest spending in Monterey County. John Narigi noted that the ability to host group business is also critical to reducing the unemployment rate in the County.
- Rob reviewed the County’s competitive set spending per room and the challenges that MCCVB will face in securing market share during the recovery period.
- Teresa Savage reviewed the Group Business Development situation analysis, short and long-term strategies and opportunities that the team will build on to secure future business including a group incentive promotion. She also reviewed MCCVB’s Tour & Travel plans for the near future.
- Rob reviewed 3rd Quarter campaigns and promotions noting new air service to Seattle and Portland and “red tier” messaging.

- Lindsey Guinn provided an overview of the “Now is the Moment” campaign launching in April. She reviewed the paid, owned and earned campaign strategies, the timeline for implementation and shared a sneak peek at one of the four “portal” concept videos in development. She also reviewed the coverage area for the “point of view” videos that are in production.
- Rob reviewed areas for the Board’s consideration that will be discussed in April including MCCVB’s Membership program, Visitor Services, workspace planning and Tourism Matters.

BOARD MEMBER ANNOUNCEMENTS None.

GOOD OF THE ORDER Kevin noted that staff will come back to the Board in April with actionable recommendations regarding the organization’s DEI commitment.

Kevin noted that the next Board meeting is on Thursday, April 29, 2021 at 3pm
Kevin adjourned the meeting at 5:07pm

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 29, 2021.

Signed Teri Owens, Board Secretary

Date