

MINUTES

MCCVB Board of Directors – Regular Meeting

Thursday April 23, 2020 | 2:00PM – 5:00PM

Conference Call

Directors Present: Mary Adams, Rick Aldinger, Rene Boskoff, Janine Chicourrat, Kimbley Craig, Sean Damery, Kevin Ellis, Kirk Gafill, Jeroen Gerrese, Mimi Hahn, John Lloyd, Diane Mandeville, Amrish Patel, Bina Patel Ed Smith, John Turner, and Julie Weaver

Directors Absent: Teri Owens

Advisors Present: Jaquie Atchison, Carol Chorbajian, Norm Groot, Paul Joy MacNab, Doug Phillips, Kim Stemler, Hans Uslar

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

CALL TO ORDER John Turner called the meeting to order at 2:02pm

PUBLIC COMMENT None.

MEMBER AND STAFF ANNOUNCEMENTS None.

CONSENT AGENDA

- A. Minutes of the March 26, 2020 MCCVB Regular Board of Directors Meeting
- B. Monthly Department Reports
- C. FY2019-20 Board and Committee Meeting Schedule (revised)
- D. March 2020 Financial Statements

There was a motion to approve the Consent Agenda as presented. M/S Julie Weaver / John Lloyd. The motion passed unanimously.

REGULAR AGENDA

Old Business

- A. Coronavirus Impact and FY 2020-21 Business Plan Approach

Rob reviewed a business plan approach presentation [shared via Zoom] including the Impact Model developed by Paul Martin to project MCTID and jurisdictions’ potential TOT revenues, reduction of staff to preserve solvency and a summary of the forecasted year-end net retained earnings. There was discussion regarding the work of many groups on re-opening protocols in each industry segment to be implemented with the approval of the County Health Department. Rob reiterated that while MCCVB is at the table regarding business recovery, our focus is a marketing plan for recovery including the input of the 25 person Marketing Recovery Task Force. Mimi Hahn noted that the Monterey Bay Aquarium has done recent surveys that show travel sentiment and that our destination has the open outdoor spaces that will be in demand. Rob and Paul reviewed the FY2020-21 funding approach as a shift from an investment formula of the previous full year’s TOT collections to requesting investment based on the next fiscal year’s estimated TOT revenue in each jurisdiction. Rob also noted that the MCCVB office will be relocated on May 1st as part of the administrative cost reductions implemented.

There was discussion and agreement by the members to cancel the Budget Workshops scheduled for May 5th and 7th and combine them into one meeting. Jennifer Johnson will survey the Board members for the best day and time.

There were no public comments on the Closed Session agenda item.

***John Turner Adjourned the meeting to Closed Session at 3:34pm

CLOSED SESSION AGENDA

A. MCCVB President and CEO

Kevin Ellis reviewed the Search Committee's discussion on March 31st, noting the extended delays in the candidate's relocation to Monterey County. He noted that the Search Committee voted unanimously to rescind the offer of employment to the candidate and recommend that the Board appoint Rob O'Keefe as the permanent President and CEO. The Board agreed with the committee noting that permanent leadership is needed now, during these challenging times. Board members noted that Rob O'Keefe has done an excellent job as Interim president since September. There was a motion to approve the Search Committee's recommendation and appoint Rob O'Keefe as President and CEO. M/S Jeroen Gerrese / Kevin Ellis. The motion carried unanimously.

*** Reconvene ***

GOOD OF THE ORDER: Paula Joy MacNab noted that the Film Commission is paralleling the work of the other industries with protocols for its industry in the destination.

NEXT MEETING

John Turner noted that the next Board meeting is on Thursday May 28, 2020 at 2:00pm

ADJOURN John Turner adjourned the meeting at 3:48pm.