

# MINUTES

Board of Directors – Regular Meeting  
Thursday April 25, 2019 | 2:00 PM – 5:00 PM  
The Lodge at Pebble Beach  
1700 17-Mile Drive, Pebble Beach, CA 93953

**Directors Present:** Rick Aldinger, Rene Boskoff, Janine Chicourrat, Kimbley Craig, Sean Damery, Mimi Hahn, Tim Kessler, John Lloyd, Diane Mandeville, Teri Owens, Amrish Patel, Ed Smith, Tony Tollner, John Turner, and Julie Weaver

**Directors Absent:** Mary Adams, Jeroen Gerrese, Matt Glazer, and Bina Patel

**Advisors Present:** Jacquie Atchison, Carol Chorbajian, Jennifer Fahselt, Norm Groot, Paula Joy MacNab, Kim Stemler, and Hans Uslar

**Advisors Absent:** Marilyn Lidyoff and Doug Phillips

**Staff Present:** Tammy Blount-Canavan, Jeniffer Kocher, Jennifer Johnson, Paul Martin and Rob O’Keefe

**Guests:** Tim Ryan, Sean Panchal and Yuri Anderson

**CALL TO ORDER:** John Lloyd called the meeting to order at 2:01pm. A quorum was not yet present.

**PRESENTATION:** Tim Ryan presented information on the 2019 US Open that will be held at Pebble Beach June 10<sup>th</sup> through the 16<sup>th</sup>.

*A quorum was reached at 2:07pm during the presentation.*

**PUBLIC COMMENT:** Hans Uslar informed the Board that the Exotic Cars on Cannery Row event, that resulted in street racing last year, will be held at WeatherTech Raceway Laguna Seca this year.

**MEMBER AND STAFF ANNOUNCEMENTS:** Tammy Blount-Canavan updated the Board members on the following: Monterey will have a presence in the California Michelin Guide to be launched in June, the annual Team Engagement Survey had good results again this year, she was a speaker on Responsible Tourism at Destination International’s CEO Summit in Ashville last week which is resulting in the IMEX group recap for their audience, Nani Almanza was chosen to be in Destination International’s “30 Under 30” future leaders group, and Positive Impact and MCCVB were recognized by PCMA as well as other important trade outlets for leadership in reducing plastic use in the meetings industry.

Janine Chicourrat noted a recognition party for John Narigi will be held on May 30<sup>th</sup> from 4:30pm to 6:30pm at the Portola; the \$50 tickets will benefit Rancho Cielo.

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## CONSENT AGENDA:

- A. Minutes of the January 31, 2019 Board of Directors Meeting
- B. Committee Meeting Minutes
- C. 2018-2019 Board and Committee Meeting Schedule
- D. Monthly Reports
- E. Bylaw Revisions

Kimbley Craig commented on the minutes of the January 31, 2019 meeting. There was brief discussion regarding the change in membership dues. *There was a motion to approve the Consent Agenda as presented, M/S Rick Aldinger/Ed Smith. The motion passed unanimously.*

## REGULAR AGENDA

### OLD BUSINESS

#### A. Destination Stewardship Plan

Tammy updated the board members on the discussions and actions taken since the Board meeting in January and asked the Board for discussion and direction regarding the initiative. Discussion ensued. *There was a motion to suspend the initiative until such time that there is sufficient community support for it, M/S Rick Aldinger/Amrish Patel. The motion passed unanimously.*

#### B. Auditor's update

Paul Martin reviewed the breakout of Rent Expense in response to the question asked in October during the Auditor's presentation of the FY 2017-18 Financial Statements.

### NEW BUSINESS

#### A. 2018-19 Third Quarter Financials

Paul reviewed the MCCVB's Financial Statements as of March 31, 2019. *There was a motion to approve the Third Quarter Financials as presented, M/S John Turner/Julie Weaver. The motion passed unanimously.*

#### B. Nominating Committee Update

Rick noted that six applications have been received for eight Board seats with terms ending, and noted the upcoming meeting date for the Committee to review the applications and schedule candidate interviews.

#### C. 2019-20 Business Plan Development

Tammy reviewed the proposed business plan vision, mission, values and strategic objectives. Paul reviewed the revenue forecast. Discussion ensued; board members noted that the MCCVB generates Tourism Occupancy Tax (TOT) and competitor destination budgets are increasing. Hans asked the MCCVB to consider a funding model that is not an arbitrary percentage of TOT. Rob O'Keefe reviewed proposed program strategies, goals and metrics. There was discussion on market share as a destination barometer versus an organizational goal. All Board members agreed the information presented was consistent with what they would like to see in the proposed business plan. Board members were asked to confirm their attendance at one of the Budget Workshops scheduled for May 7<sup>th</sup> and 9<sup>th</sup>.

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**GOOD OF THE ORDER:** Kim Stemler announced that MCVGA has a new tasting room map and that she will be proposing legislation to allow customers to bring their own reusable bottle to be filled at tasting rooms. Norm Groot announced that the Monterey County Planning Commission approved the site for the desal plant. John Turner asked if Gill Campbell could be invited to the next board meeting to be recognized for her service.

**ADJOURN:** John Lloyd adjourned the meeting at 4:15pm.

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