

MINUTES

MCCVB Board of Directors – Regular Meeting

Thursday April 29, 2021 | 3:00PM – 5:00PM by Zoom Conference

Directors Present: Mary Adams, Rick Aldinger, Janine Chicourrat, Kimbley Craig, Sean Damery, Kevin Ellis, Kirk Gafill, Mimi Hahn, Teri Owens, Tim Ryan, Chris Sommers, John Turner and Erik Uppman

Directors Absent: John Lloyd, John Narigi, Amrish Patel, Bina Patel, and Ed Smith

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

Staff Present: Rob O’Keefe, Jennifer Johnson, Teresa Savage, Lindsey Guinn, Jeniffer Kocher and Paul Martin Guest: Mayor Clyde Roberson

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

PUBLIC COMMENT None.

STAFF ANNOUNCEMENTS Kevin noted that the Executive Committee offered and Rob accepted a renewal of his employment agreement for three years. Rob O’Keefe thanked the board members. He recommended that the follow up to the DEI training that the Board received in March be prioritized for July’s meeting.

CONSENT AGENDA

- A. Minutes of the March 25, 2021 MCCVB Regular Board of Directors Meeting
Recommended Action: Approve Minutes as presented.
- B. Committee Meeting Minutes
Recommended Action: Receive Minutes.
- C. March 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.
- E. Financial Policies and Procedures Update
Recommended Action: Approve updates to policies as recommended by staff and the Finance Committee.

There was a motion to approve the Consent Agenda as presented. M/S Mary Adams/John Turner. The motion carried unanimously by those voting members present (Sean Damery, Janine Chicourrat and Kimbley Craig were not present for the motion.)

REGULAR AGENDA

New Business

- A. March 2021 Financial Statements
Paul Martin reviewed the revenue and expense variances to the reforecast budget year to date as of March 31, 2021. *There was a motion to approve the March 2021 Financial Statements as presented. M/S Rick Aldinger/Chris Sommers. The motion carried unanimously by those voting members present (Janine Chicourrat and Kimbley Craig were not present for the motion.)*

- B. MCCVB Update and Business Plan Development

Big Sur | Carmel-by-the-Sea | Carmel Valley | Del Rey Oaks | Marina | Monterey
Moss Landing | Pacific Grove | Pebble Beach | Salinas | Salinas Valley | Sand City | Seaside

Staff provided an update on recent campaigns, activities and results for third quarter. Staff requested approval to shift budget from Luxury Marketing (\$95k) and Research (\$25k) to Group Marketing (\$75k) and Advertising (\$20k). *There was a motion to approve budget changes as presented. M/S Mimi Hahn / Kimbley Craig. The motion carried. Janine Chicourrat abstained as she joined the meeting at the end of the discussion.*

Rob reviewed the proposed FY2021-22 Business Plan including a three-year recovery approach, competitive set budget comparison, and strategies to support "coming back better". There was discussion regarding vaccine rates, target markets and international travel. Jennifer reviewed the proposed Org Chart and Operational plans to support team growth and office space. Rob reviewed the plans to evolve the organization's dues structure noting staff's recommendation to waive Membership dues for FY2021-22. Board members discussed the challenges recognized in the recovery of hospitality businesses and generally supported the approach to waive dues. Rob reviewed MCCVB's recommendation to support Visitors through digital means and the costs associated with operating the Monterey Visitors Center. Board members shared thoughts regarding alternative services and provided staff with feedback.

BOARD MEMBER ANNOUNCEMENTS Board members shared updates including Mary Adams, Mimi Hahn, Kimbley Craig, Mike LeBarre and Jacquie Atchison

GOOD OF THE ORDER Rob thanked the Board members for their participation and leadership throughout the past year. Kevin noted that the next meetings were scheduled as follows:

- Thursday May 4, 2021 9:30am FY2021-22 Budget Workshop
- Thursday May 6, 2021 3:30pm FY2021-22 Budget Workshop
- Thursday May 27, 2021 3:00pm Board of Directors Meeting

ADJOURN

Kevin adjourned the meeting at 4:51pm

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 June 24, 2021.

Signed Teri Owens, Board Secretary

Date