

# MINUTES

MCTID Oversight Committee Special Meeting  
Wednesday May 1, 2019 | 3:30 PM - 5:00 PM  
MCCVB Office 787 Munras Ave., Suite 110 Monterey, CA

Members Present

John Turner  
Teri Owens  
Harvey Dadwal  
Rene Boskoff  
Janine Chicourrat  
Jeroen Gerrese  
Sean Damery  
Sean Panchal  
John Narigi

Absent

Julie Weaver  
John Lloyd  
Amrish Patel  
Randy Venard

Advisor Present

Mike Zimmerman

Staff Present

Tammy Canavan  
Jennifer Johnson  
Paul Martin  
Rob O'Keefe

Guests Present

Doug Phillips

**CALL TO ORDER:** John Turner called the meeting to order at 3:32pm.

**PUBLIC COMMENT:** None.

**MEMBER AND STAFF ANNOUNCEMENTS:** None.

**REGULAR AGENDA**

**NEW BUSINESS**

**A. MCCVB FY2019-20 Funding and Business Plan Development**

Tammy Canavan reviewed information on MCCVB's comp set and case studies regarding decreased and increased DMO budgets. Paul Martin reviewed the revenue forecast explaining that the proposed budget will be based on the formula of 6% of the previous year's TOT collections for the County and for the City of Monterey (minus the \$350k for MCC). Tammy reviewed the response to MCCVB's request for funding from the City of Monterey, noting that the City has capped the MCCVB's funding for the past three consecutive years at 6% of FY2014-15 TOT collections. Tammy reviewed potential adjustments to program budget allocation and adjustments to staffing and programs that could be considered if full funding was not reached. The Committee discussed the MCTID revenue forecast and the effects of a potential cap in funding from the City on the MCCVB's FY 2019-20 budget. The Committee agreed to reach out individually to elected officials.

Tammy recapped her discussions with Dewayne Woods noting that the County's administration department planned to put the full 6% amount into the budget but that he will be giving the Board of Supervisors options for alternative programs to fund for their consideration at the June 3<sup>rd</sup> and 4<sup>th</sup> budget hearings. The Committee discussed the County's concern for equitability with the City's funding of MCCVB and the extent of the negative impacts to MCCVB's ability to be competitive in its destination sales and marketing initiatives. The Committee members agreed to conduct outreach and have conversations with the Board of Supervisors individually.

The Committee requested that staff provide the talking points discussed.

**GOOD OF THE ORDER:** None.

John Turner noted that the next MCTID Oversight Committee Regular Meeting is scheduled for Thursday, May 16, 2019 4:00pm to 5:00pm at the InterContinental The Clement Monterey.

**ADJOURN:** John Turner adjourned the meeting at 4:34pm

**MCCVB MISSION:** Drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guest, members and community