

# MINUTES

Board of Directors - Budget Workshop  
Tuesday May 7, 2019 | 2:00 PM - 4:00 PM  
MCCVB Office | 787 Munras Avenue, Suite 110, Monterey, CA 93940

**Directors Present:** Rick Aldinger, Rene Boskoff, Janine Chicourrat, Kimbley Craig, Sean Damery, Mimi Hahn, John Lloyd, Diane Mandeville, Teri Owens, Bina Patel and John Turner  
**Advisors Present:** Jennifer Fahselt and Hans Uslar  
**Staff Present:** Tammy Blount-Canavan, Rob O'Keefe, Mark McMinn, Jeniffer Kocher, April Locke, Marissa Reader, Jennifer Johnson, and Paul Martin  
**Guests:** Mike Zimmerman

**CALL TO ORDER:** John Lloyd called the meeting to order at 2:01pm.

**PUBLIC COMMENT:** None

## **REGULAR AGENDA**

### **NEW BUSINESS**

#### **A. FY 2019-20 Budget Review**

Tammy Canavan reminded the attendees that materials presented today are a little different from those the Board received in advance, and what is presented is a draft. She encouraged dialogue and questions. She noted that the Marketing, Group Sales and Finance Committees were consulted prior to the production of the proposed plans. She reviewed the vision, mission, values and strategic objectives as discussed at the April Board meeting. Paul Martin reviewed the revenue forecast, anticipated net retained amount for FY 18-19, department allocation of expenses and the compensation (Salary, Incentive, Benefits and Taxes) variances.

Mark McMinn reviewed proposed Group Business Development strategies, tactics, metrics and budget. There was discussion on the increased investment in PCMA, activity results, and the historical success of Group Sales co-ops.

Rob O'Keefe reviewed proposed Marketing Communications program strategies, tactics, research, metrics and budget. There was discussion regarding the marketing media plan investment of resources in market segments (drive, short haul, long haul and National) with agreement on the need for a balance of targeted segments. The group wanted the marketing team to review and potentially alter the percentages of spend in the four different divisions.

Jennifer Johnson reviewed the proposed strategies, tactics, metrics and budget for Stakeholder Engagement, Visitor Services and Administration. There was discussion regarding the ratio of revenue and expense in membership and a request to better understand the Stakeholder Engagement department's work and use of resources. There was a request for Paul to add a "Percent Change" column to the budget. John Lloyd thanked Tammy and the staff for the work they put into providing a thorough workshop.

**GOOD OF THE ORDER:** None

**ADJOURN:** John Lloyd adjourned the meeting at 3:53pm.

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