

Minutes

MCCVB Board of Directors – Regular Meeting

Thursday June 29, 2023 | 2:00PM – 5:00PM

Embassy Suites Monterey Bay Seaside 1441 Canyon Del Rey, Seaside CA 93955

Board of Directors Present: John Turner, Fady Hanna, Kevin Ellis, Kirk Gafill, Stefan Lorch, Amy Herzog, Barry Toepke, Erik Uppman, Chris Sommers, Amrish Patel, Teri Owens, and Sylvain Briens
Board of Directors Absent: Donna Langley, Kimbley Craig, Janine Chicourrat, Mary Adams, Ed Smith, and Bina Patel

Staff Present: Rob O'Keefe, Paul Martin, Teresa Savage, Joan Lucido, Alyssa Rendon, Leslie Chavez, and Emily Evans

Guests Present: Chris on behalf of Janine Chicourrat, Trenton from the Aquarium and Claudia Link on behalf of Mary Adams

CALL TO ORDER – Teri Owens called the meeting to order at 2:04pm.

PUBLIC COMMENT - None

STAFF ANNOUNCEMENTS –

Rob O'Keefe informed the Board that the Fired-Up Team Summit was scheduled for Friday, June 29, 2023. He asked everyone to Save the Date for the Annual Meeting August 31, 2023, from 3pm to 5pm at the Monterey Conference Center. He further let everyone know about the current open positions; Vice President of Finance, a replacement for Paul Martin who is retiring at year end and an Administrative Specialist. He let everyone know that Lindsey Stevens would be returning to the office Monday, July 10th from her maternity leave of absence and thanked Leslie Chavez for stepping up during her absence.

CONSENT AGENDA

- A. Monthly Department Reports
- B. May 2023 Financial Statements
- C. FY2023-24 Board and Committee Meeting Schedule and Committee Rosters
- D. FY2023-24 Board of Directors Governance documents
- E. MCCVB Financial Policies and Procedures
- F. FY2023-24 MCCVB Team Incentive and Merit Plan
- G. MCCVB Bylaw Revisions

Rob O'Keefe reviewed the Meeting Philosophy and the differences between "relational" and "transactional" approaches. He also pointed out that there is a Board of Directors Resource Page within the SeeMonterey.com web site.

There was a motion to approve the Consent Agenda as presented. M/S Kirk Gafill/ John Turner. The motion carried unanimously.

REGULAR AGENDA

- A. MCCVB FY2023-24 Board of Directors Elections

Rob O'Keefe reviewed the slate of voting directors continuing their 2022-24 terms: Fady Hanna, Janine Chicourra, Erik Uppman, Chris Sommers, Kimbley Craig, Bina Patel, Amrish Patel, Teri Owens, Mary Adams, Ed Smith, and Barry Toepke. He then noted that the following voting directors are nominated for new 2023-2025 terms: Sylvain Briens*(*Elected at the May 2023 meeting*), Amy Herzog, Donna Langley, Stefan Lorch, Kevin Ellis, Kirk Gafill, John Turner, and the South County seat remains open for now. Rob noted the slate nominated for officers are: Amrish Patel as Chair, Teri Owens as Past Chair, Bina Patel as Chair Elect, Stefan Lorch as Treasurer, and Fady Hanna as

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Secretary. He noted the committee recommendations for Designated Advisor seats are: Carol Chorbajian, Kim Stemler, Paula Joy MacNab, Mike La Pier, Tonya Hufford, Jacquie Atchinson, and Norm Groot. Nominations for At Large Seats: Mike LaBarre, David Lurie, Liesbeth Visscher, Erin Sollecito, Hans Uslar, Anna Velazquez and Sean Panchal. He noted the committee acknowledges the following people appointed by the MCTID Oversight Committee: John Turner, Teri Owens, Amrish Patel, and Chris Sommers.

Rob recognized Teri Owens who has done a tremendous job as chair and thanked the entire Board for their efforts on behalf of the organization.

There was a motion to approve the MCCVB FY2023-24 Board Slate and Officers as presented. M/S Amy Herzog/ Fady Hanna. The motion carried unanimously.

B. Bank Account Signers

Paul Martin reviewed the need to change the bank signers due to the changing Board members. He also explained that Union Bank had been bought out by US Bank.

There was a motion to approve the FY2023-24 Bank Account Signers as presented. M/S Chris Sommers / Barry Toepke. The motion carried unanimously.

C. MCCVB Board Member Transaction Resolutions

Joan Lucido read the MCCVB Board Member Transaction Resolution.

There was a motion to approve the MCCVB FY2023-24 Board Member Transaction Resolution 3 as presented. M/S Chris Sommers / John Turner. The motion carried with Stefan Lorch abstaining.

There was a motion to approve the MCCVB FY2023-24 Board Member Transaction Resolution 4 as presented. M/S Chris Sommers / John Turner. The motion carried With Amrish Patel abstaining.

There was a motion to approve the MCCVB FY2023-24 Board Member Transaction Resolution 1,2 and 5 through 14 as presented. M/S Stefan Lorch / Amrish Patel. The motion carried with each Board member present abstaining from the vote of their respective resolution.

D. MCCVB FY2022-23 Business Plan Update

Leslie Chavez provided an overview of the 4th quarter Marketing Communications which included the Responsible Travel Initiatives with OOH Billboards in the Bay Area and Los Angeles; updates on the Brand Campaign Shoot with some select photos from the most recent shoot.

Emily Evans provided an overview of the many Public Relations press opportunities coming up.

Teresa Savage updated the board on the 4th quarter Business Development which included the FAMs and sales missions in Arizona, Dallas and Sacramento in conjunction with partnerships with Destination CA, IMEX, Connect, Prestige, and MPI WEC. Under travel trade there is a big push with international representation in the UK, VCA missions in Mexico, Canada and IPW. She also reminded everyone of the USWO happening July 6-9, 2023, right here in Pebble Beach.

Alyssa Rendon provided an update on the 4th quarter Community Relations which included meeting with strategic partners and working with event organizers for Car Week Kick Off, Promo video and flier for new member sign ups.

A comment from Jacquie Atchison about showcasing more arts festivals like Cali Roots and the Monterey Jazz Festival.

E. MCCVB FY2023-24 Business Plan and Budget

Rob and Paul reviewed budget changes since the last meeting in May. Talent adjusted for full bonuses, updated 401K and other benefit changes, planned promotions and salary treatment, corrected double count of portion of Community Relations talent, added a data entry analyst, and over \$360k into programs. Rob thanked everyone for the support of the TID which resulted in an incremental spend plan since May. This was reviewed – adding to Marketing Communications under media spend and luxury opportunities also under Community Relations for resident sentiment. In addition to activations for the Business Development. A discussion of the revised FY2023-24 Org Chart followed and then moved on to a discussion about the strategies and tactics for coming year which included for Marketing Communications: building leisure volume in drive & short-haul markets, extend visitor stay and spend, grow group business, extend international and luxury marketing, maintain sustainable messaging, and implement DEIA framework to establish diverse programming. The strategies and tactics for Business Development: elevate meeting planner engagements, extend stay, elevate customer buying experience, leverage sustainability, and prioritize need periods and new business. The strategies and tactics for Community Relations: increase membership and engagement, optimize digital visitor support, increase County and City representation and reporting, promote sustainable and responsible tourism, and increase community sentiment towards hospitality and tourism. It was noted that the ARPA monies will end in the fall of 2024.

There was a motion to approve the MCCVB FY2023-24 Business Plan and Budget as presented. M/S Amrish Patel / John Turner. The motion carried unanimously.

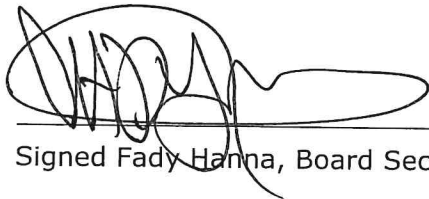
BOARD MEMBER ANNOUNCEMENTS - Team and Board Celebration to follow

GOOD OF THE ORDER - None

NEXT MEETING OF THE BOARD: October 25, 2023

Teri Owens adjourned the meeting at 3:32pm.

I attest that the Board of Directors approved these minutes at a regularly scheduled Board meeting on October 26, 2023



Signed Fady Hanna, Board Secretary

10/27/2023

Date