

## MINUTES

MCTID Oversight Committee – Regular Meeting

Thursday July 22, 2021 | 3:00PM – 4:30PM

Committee Members present: Sean Damery, Janine Chicourrat, Kevin Ellis, Stephan Lorch, Tim McGregor, Teri Owens, Amrish Patel, Chris Sommers, and John Turner

Committee Members absent: Harvey Dadwal

Staff present: Rob O’Keefe, Jennifer Johnson, Paul Martin, Edward Isabella and Teresa Savage

Guest present: John Lambeth, Civitas

John Turner called the meeting to order at 3:02pm

PUBLIC COMMENT None.

ANNOUNCEMENTS Jennifer noted that Donna Langley of Pebble Beach Resorts was nominated to fill the vacant County representation seat. She also noted that John Lloyd will be taking time off from the Committee [and the MCCVB Board] leaving the Carmel seat vacant and Rob is meeting with the new General Manager of the Sanctuary Beach Resort to determine interest as the Marina representative on the Committee.

### CONSENT AGENDA

A. Minutes of the June 2, 2021 MCTID Oversight Committee meeting

*There was a motion to approve the Consent Agenda as presented. M/S Kevin Ellis / Teri Owens. The motion carried unanimously.*

### REGULAR AGENDA

New Business

A. MCTID Strategic Planning

Rob introduced the topic noting that the current Tourism Improvement District (TID) expires on December 31, 2023 and that there are multiple layers of options to become educated on as part of the strategic planning process. The Committee’s Strategic Planning for the future Management District Plan (MDP) will be incorporated into the MCCVB Board’s Strategic Planning process as well. He reviewed MCCVB’s competitive set Destination Marketing Organizations’ (DMO) budgets noting that MCCVB has been consistently outspent by most others and he provided a brief summary of the initiatives that could be implemented with additional revenue. Rob then introduced John Lambeth, President and CEO of Civitas.

John Lambeth reviewed the national and state level statistics related to TIDs noting the growth in the number of DMOs creating them, the increases in rates, and their expansions to include non-lodging sectors of the industry. He shared information on year over year growth in room demand and revenue in destinations with TIDs and trends including: DMOs are managing multiple districts, TIDs are assisting DMOs with creating reserves, TIDs are funding

sustainability programs, more TIDs are expanding to include non-lodging sectors and more TIDs are including Short Term Rentals (STR) for additional revenue.

John Lambeth reviewed DMO case studies including Travel Portland, Ontario, Ventura County West, Mammoth Lakes and Greater Palm Springs noting increases in assessment rates and expansions and the resulting increases in DMO budgets. He provided an overview of the steps needed to renew the MCTID and the possible growth scenarios including increasing the current assessment rate, changing the assessment from a flat rate to a percentage, expanding the geographical boundaries, and including new business sectors. He provided a general timeline of the administrative steps and communication outreach needed for the renewal noting that now is the time to begin discussing the strategy for the organization to get the level of funding needed to be competitive.

There was discussion regarding sources for STR data that could be used in the strategic planning discussions. There was discussion regarding jurisdictions in the County that already have a separate Restaurant Improvement District (RID) and or Hospitality Improvement District (HID) and how they should be considered in the process as well. John Lambeth noted that the MDP could be designed in a myriad of ways, with multiple zones and layers or tiers to be flexible. He noted that "benefit to the payers" rationale needs to be considered heavily in the discussions, as it will need to be clearly demonstrated if the TID is challenged.

Rob noted that between now and the next MCTID Oversight Committee meeting, staff will be gathering research and doing analysis to present data for the Committee's consideration. John Turner noted that the next meeting will be to talk about the possibilities, including political and resident sentiments. Committee members recommended that staff include non-Committee stakeholders in the outreach including but not limited to the Monterey Bay Aquarium and WeatherTech Raceway Laguna Seca.

GOOD OF THE ORDER None

NEXT MEETING OF THE COMMITTEE: September 8, 2021

John Turner adjourned the meeting at 4:41pm