

MINUTES

Board of Directors Regular Meeting
Wednesday, July 25, 2018 | 3:00 PM – 5:00 PM
Monterey County Farm Bureau | 1140 Abbott St., Suite C Salinas, CA

**DIRECTORS
PRESENT**

John Lloyd
John Turner
Rick Aldinger
Janine Chicourrat
Sean Damery
Bina Patel
Mary Adams
Tim Kessler
Tony Tollner
Amrish Patel
Mimi Hahn
Teri Owens
Jeroen Gerrese

**ADVISORS
PRESENT**

Kim Stemler
Marilyn Lidyoff
Doug Phillips
Gill Campbell
Jennifer Fahselt
Norm Groot

DIRECTORS ABSENT

Brad Shupe
Diane Mandeville
Julie Weaver
Ed Smith
Kimbly Craig
Rene Boskoff

STAFF PRESENT

Tammy Blount-Canavan
Rob O'Keefe
Jeniffer Kocher
Paul Martin
Mark McMinn
Jennifer Johnson

Guests Present

Mayor Gunter
Ben Uslar

ADVISORS ABSENT

Carol Chorbajian
Paula Joy MacNab
Jacquie Atchison
Hans Uslar

CALL TO ORDER: John Lloyd called the meeting to order at 3:00pm. He welcomed everyone to the first Board meeting of the new fiscal year and thanked the Monterey County Farm Bureau for hosting the meeting.

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS: Tammy noted that the Highway 1 Dream Drive celebrating the road's reopening will be on August 9th, she provided new Board member orientations on Monday, and that she will be speaking at DMA West Leadership Summit next week. Tammy reviewed the new Sustainable Moments collateral and how to order it from the Marketing team.

Jennifer Fahselt announced the new United Airlines flight to Denver (twice daily) that will begin on October 4th. She added that the airport will try again to secure a flight from Dallas in the coming year.

Gill Campbell announced the return of the Indy Car races to WeatherTech Raceway Laguna Seca in September 2019.

CONSENT AGENDA CONSENT AGENDA

A. Minutes of the June 27, 2018 Board of Directors Annual Meeting

Recommended Action: Approve Minutes as presented.

B. Committee Meeting Minutes

Recommended Action: Receive Minutes.

C. Monthly Reports

Recommended Action: Receive monthly reports.

D. 2018-19 Board slate update

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.

MINUTES

Recommended Action: Approve Paula Joy MacNab as the 2018-19 Monterey County Film Commission Advisor.

E. 2018-2019 Board and Committee Meeting Schedule

Recommended Action: Approve revised meeting schedule.

F. 2018-19 Committee Rosters

Recommended Action: Approve committee rosters.

Motion to approve the Consent Agenda with addition of Bina Patel to the Marketing Committee, M/S Rick Aldinger/John Turner. The motion passed. Janine Chicourrat abstained

REGULAR AGENDA

NEW BUSINESS

A. FY17-18 Results Recap

The board received an in-depth presentation from staff on the 2017-18 fiscal year-end results.

B. June 2018 Financials

Paul Martin reviewed the financials. He also noted that the Auditors would be in the office after Labor Day and that the board could expect a new reporting format with the breakout of variance in TID and Other budget beginning in July.

Motion to approve the June Financial Statements as presented, M/S John Turner/Mimi Hahn. The motion passed unanimously.

C. 2018-19 Board Meetings

The Board discussed the format and content for future board meetings and provided staff with feedback and ideas. Staff was directed to survey the board members for the meeting times that allow for the greatest attendance and for guest speakers or topics for future agenda items.

GOOD OF THE ORDER: John Lloyd noted that a letter was received in response to the Visitor Center relocation announcement. The executive committee will hold a special meeting to discuss the feedback received so far.

John Lloyd noted that the next meeting would be the Annual Membership Meeting and Luncheon Held on Thursday August 30, 2018 Noon - 1:30pm at the Monterey Conference Center.

ADJOURN: John Lloyd adjourned the meeting at 4:59pm

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