

MINUTES

MCTID Oversight Committee – Regular Meeting

Wednesday July 27, 2022 | 3:00PM – 4:30PM

Zoom Conference

Committee Members present: Janine Chicourrat, Kevin Ellis, Donna Langley, Stephan Lorch, Tim McGregor, Amrish Patel, Chris Sommers, and John Turner

Advisors Present: Rick Aldinger

Staff present: Mary Kelley Crnich, Edward Isabella, Jennifer Johnson, Paul Martin, Rob O’Keefe, Teresa Savage, and Lindsey Stevens

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

PUBLIC COMMENT None.

CONSENT AGENDA

A. Minutes of the May 19, 2022 MCTID Oversight Committee meeting

B. Receive June 2022 Financials

There was a motion to approve the Consent Agenda as presented. M/S Tim McGregor/Amrish Patel. The motion carried unanimously.

REGULAR AGENDA

A. FY2021-22 Year End Results Review

Rob reviewed MCCVB’s outcome highlights for the fiscal year including the “All In” Group and Meetings campaign, “You’re In” luxury campaign, Virtual Visitors Center and See Monterey App, Hotel and Experience promotion, and MCCVB’s diversity, equity, inclusion and accessibility marketing and PR work. He provided an overview of the Group Business Development and Community Relations programs and activities. There was discussion regarding the group website RFP KPI; Teresa provided additional information in the zoom chat.

Rob recapped the Marketing Communications and Group Business Development goal achievements and key performance indicator (KPI) metrics.

B. MCTID Renewal Process Update and Discussion

Rob noted that much of the information provided today will be shared with the City of Monterey [Hans and Nat] tomorrow as we kick off the MCTID Renewal process and that Tourism Economics provided a lot of the data that we use.

- He reviewed with the Committee renovations and new hotel product investments made by the hotel properties.
- He recapped the competitive situation noting MCCVB has the second to lowest budget per room and the lowest TID rate in our comp set.
- He presented data and information related to geographic visitor value noting higher visitor spend and longer stays when coming from domestic fly and international markets.
- He noted with additional resources, the destination could see \$2.2B in incremental spending over the next ten years and the value that increasing length of stay by one more day [\$877M]

Big Sur | Carmel-by-the-Sea | Carmel Valley | Marina | Monterey | Moss Landing
Pacific Grove | Pebble Beach | Salinas | Salinas Valley | Sand City | Seaside

- Paul Martin presented the ripple effect of the incremental \$2.2B in spending as it relates to the parallel increases in TOT and Sales Tax generation for the Cities and County and the return of employment levels prior to Covid for residents.
- Rob reviewed the current and renewal district criteria that the Committee approved that will be included in the Management District Plan including the term [10 years], assessment rates and estimated budget.
- Rob recapped the proportionate benefits of the assessment and the planned program strategies for marketing communications and group business development.
- Paul reviewed the petition weight estimates noting previous properties that submitted petitions in the 2018 process.
- Rob noted the importance of reaching out to our hotel community prior and during the petition process noting MCCVB will provide a summary of the MDP and talking points so that Committee members can assist staff in the effort. He reviewed the next steps timeline.

Amrish offered to connect Rob with the Pacific Grove HID group.

MEMBER ANNOUNCEMENTS None.

GOOD OF THE ORDER None.

NEXT MEETING OF THE COMMITTEE: Thursday October 20, 2022 3pm

John Turner adjourned the meeting at 4:18pm