

## MINUTES

### MCCVB Board of Directors – Regular Meeting

Thursday July 29, 2021 | 3:00PM – 5:00PM by Zoom Video Conference

Directors Present: Mary Adams, Rick Aldinger, Janine Chicourrat, Kevin Ellis, Kirk Gafill, Mimi Hahn, Donna Langley, John Narigi, Teri Owens, Amrish Patel, Bina Patel, Tim Ryan, Chris Sommers, John Turner and Erik Uppman

Directors Absent: Kimbley Craig, Sean Damery, and Ed Smith

Advisors Present: Jacquie Atchison, Carol Chorbajian, Mike LeBarre, Mike La Pier, David Lurie, Paula Joy MacNab, Erin Sollecito, Hans Uslar, and Anna Velazquez

Staff Present: Rob O’Keefe, Jennifer Johnson, Teresa Savage, Lindsey Guinn, Jeniffer Kocher, Edward Isabella and Paul Martin

CALL TO ORDER Chris called the meeting to order at 3:02pm.

PUBLIC COMMENT None

COMMITTEE ANNOUNCEMENTS – Jennifer Johnson recapped the Nominating Committee meeting discussion regarding the Carmel and Marina representative vacancies on the Board; Rob noted that he is reaching out to the new General Manager at the Sanctuary Beach Resort. Rob recapped the MCTID Oversight Committee meeting noting Civitas’s presentation and planned data collection.

STAFF ANNOUNCEMENTS – Rob announced new air service at Monterey Regional Airport beginning in late first quarter. Jennifer reviewed the status on open positions and that MCCVB has leased additional space on the second floor of the current office building.

Rob and Chris recognized and thanked Kevin Ellis for his service and leadership as Chair for Fiscal Year 2020-21.

### CONSENT AGENDA

- A. Minutes of the June 24, 2021 Board of Directors Regular Meeting  
Recommended Action: Approve minutes as presented.
- B. Monthly Department Reports  
Recommended Action: Receive FY2020-21 Year End department reports.
- C. FY2021-22 Board and Committee Meeting Schedule  
Recommended Action: Approve revised schedule as presented.

Chris noted that the Consent Agenda items were circulated in advance. Jennifer noted one correction on the 6.24.2021 Minutes and that is in New Business item C. – In the motion, change “Rob” to “Robert”. *There was a motion to approve the Consent Agenda with the correction noted by staff. M/S Rick Aldinger/Mimi Hahn. The motion carried unanimously.*

### REGULAR AGENDA

#### New Business

- A. MCCVB FY2020-21 June Financial Statements  
Paul Martin reviewed the June [fiscal year end] Financial Statements. *There was a motion to approve the FY2020-21 June Financial Statements as presented. M/S Kirk Gafill/Bina Patel. The motion carried unanimously.*
- B. MCCVB FY2020-21 Year End Recap  
Lindsey Guinn recapped the Marketing Communications campaigns and other initiatives, results and accomplishments. Rob explained the SMARI Survey results and market impacts. There was discussion regarding the national campaign’s success and

continuation dependency on increasing budget and MCCVB's historical competitive disadvantages in budget.

Teresa Savage reviewed the Business Development year-end results noting productivity in lead volume and client engagements.

C. Now and Coming Soon

Paul reviewed the Impact Model noting leisure occupancy trends and expectations and uncertainty in the travel outlooks.

Lindsey reviewed Marketing Communications first quarter projects, planned fire season messaging and Car Week media relations. She gave the Board a sneak peek at the initial creative work being done on the new Group Marketing Campaign "All Inspired" planned to launch in second quarter.

Teresa reviewed SMARI survey results related to live meetings and group business. She noted that two groups have cancelled events recently due to the Delta Variant. She also outlined the Business Development programs and client engagement activities planned in the next few months.

Jeniffer Kocher reviewed visitor engagement plans including inspiration tables at events and conferences and the virtual visitor concierge platform Visit Widget, planned to launch in January 2022. She also reviewed MCCVB's Community Relations preparedness plans for potential fire/crisis communications.

Rob noted the planned Strategic Planning Summit on December 15<sup>th</sup>.

BOARD MEMBER ANNOUNCEMENTS – Hans Usler provided information related to Scales restaurant and its lease on the wharf. Donna Langley thanked staff for inclusion in MCCVB familiarization tours noting great client feedback. Mayor Valezquez thanked staff for including South County in the voice of hospitality and that she is impressed by the programs and results that the MCCVB team is able to achieve. David Lurie noted that his property has been renovated and invited the staff and Board to come see everything new. Chris thanked the staff and shared that he excited and looking forward to this year of recovery for the destination's hospitality economy.

GOOD OF THE ORDER None

Chris adjourned the meeting at 4:44pm

**Approval of the Minutes**

I attest that the MCCVB Board of Directors approved these meeting minutes at a regularly scheduled Board of Directors meeting on October 28, 2021.

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Signed Bina Patel, Board Secretary

Date