

MINUTES

MCCVB Board of Directors – Regular Meeting

Thursday July 30, 2020 | 3:00PM – 5:00PM by Zoom Conference ID: 868 3582 8057

Directors Present: Mary Adams, Rick Aldinger, Janine Chicourrat, Kimbley Craig, Sean Damery, Kevin Ellis, Kirk Gafill, Jeroen Gerrese, Mimi Hahn, Diane Mandeville, John Narigi, Teri Owens, Amrish Patel, Tim Ryan, Chris Sommers, and John Turner

Directors Absent: John Lloyd, Bina Patel, and Ed Smith

Advisors Present: Jacquie Atchison, Carol Chorbajian, Mike Freed, Norm Groot, Mike LeBarre, Paula Joy MacNab, Doug Phillips, Bobby Richards, and Kim Stemler

Staff Present: Rob O’Keefe, Jennifer Johnson, Jeniffer Kocher and Paul Martin

Guests: Stefan Lorch

CALL TO ORDER Kevin Ellis called the meeting to order at 3:02pm

PUBLIC COMMENT None.

ANNOUNCEMENTS Rob acknowledged MCCVB’s Director of Community Relations, Jeniffer Kocher on achieving her Certified Destination Management Executive designation. Kevin, Rob and Jennifer Johnson acknowledged [PowerPoint presentation] John Turner for his dedication and service as Board Chair during a transitional and very challenging year.

CONSENT AGENDA

- A. Minutes of the June 25, 2020 MCCVB Regular Board of Directors Meeting
- B. MCCVB Committee Meeting Minutes
- C. Monthly Department Reports
- D. FY2020-21 Board and Committee Meeting Schedule revision

There was a motion to approve the Consent Agenda as presented. M/S Kimbley Craig / Mary Adams. The motion passed unanimously [as recorded by roll call].

REGULAR AGENDA

New Business

- A. Board Advisor

Kevin explained that with Rene Boskoff’s retirement, the importance of having the Marriott’s voice on the Board, and Stefan’s desire to participate, he nominates Stefan Lorch to an advisor at-large seat on the FY2020-21 Board. *There was a motion to approve the Chair’s nomination of Stefan Lorch as an Advisor. M/S Janine Chicourrat / Kirk Gafill. The motion passed unanimously [as recorded by roll call].*

- B. June 2020 Financial Statements

Paul Martin reviewed the variances in the fiscal year-end financial statements noting approximately \$1.5 million net retained that was purposefully unspent to maintain organizational solvency and offset the projected loss in estimated revenue for the 2020-21 fiscal year. There was discussion regarding communications to team members who were laid off in March and April. Jennifer Johnson noted that part-time team members [who worked in the Visitor Information Center] laid off in March are still on temporary lay-off until the Visitor Center re-opens at which time, some of them may be recalled to work. She added that the full time team members who were temporarily laid off in April

received notice after the June Board meeting that their separation status had changed from temporary to permanent. *There was a motion to approve the June 2020 Financial Statements as presented. M/S Chris Sommers / Diane Mandeville. The motion passed unanimously [as recorded by roll call].*

C. Marketing Recovery Plan

Rob and Paul reviewed the MCCVB's Impact Analysis charts for occupancy, ADR, and TOT and TID actual collections and estimates. Rob then reviewed highlights from the MCCVB/MCHA Business Survey. There was discussion regarding the survey responses, the makeup of the respondents, and potentially doing it again to compare results over time. It was recommended to add questions regarding the number of employees and revenues lost. Rob then reviewed the recent Travel Responsibly campaign noting significant results in Social Media as reported by Rival IQ. There was discussion regarding the Meetings and Events Task Force efforts to finalize protocols to be reviewed by the County. Rob added that Monterey's meetings product is primed for small to mid-size group bookings and that MCCVB's team is sending leads for future business opportunities in this range.

D. Diversity and Inclusion

Kevin opened the discussion by acknowledging the diversity of leadership and inclusive governance of MCCVB through the Nominating Committee's processes. Rob and Jennifer reviewed recommendations for the Board's consideration including a commitment platform of a new value (Inclusive), a commitment statement, and language to be added through the board governance and human resources documents. Board members agreed with the proposed platform and offered suggestions. It was agreed that the Executive Committee would finalize the language and bring it back for the Board's approval.

BOARD MEMBER ANNOUNCEMENTS – Norm Groot noted the recent bad press that the agriculture sector has received lately and the later acknowledgment of significant programs implemented to assist the community in response to Covid-19. Janine added that the Frontline report was harsh but Supervisor Alejo's rebuttal showed the positive side clearly.

GOOD OF THE ORDER None.

Kevin noted that the next meeting of the Board is scheduled for Thursday August 27, 2020

ADJOURN Kevin adjourned the meeting at 4:43pm

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 August 27, 2020.

Signed Teri Owens, Board Secretary

Date