

MINUTES

MCTID Oversight Committee - Regular Meeting
Thursday August 8, 2019 | 4:00 PM - 5:00 PM
MCCVB 787 Munras Ave., Suite 110 Monterey, CA

Members Present

John Turner
Teri Owens
Randy Venard
Rene Boskoff
Janine Chicourrat
Julie Weaver
Amrish Patel
Jeroen Gerrese
Chris Sommers

Absent

Harvey Dadwal
Sean Damery
Kevin Ellis
John Lloyd

Advisor Present

Mike Zimmerman

Staff Present

Tammy Canavan
Jennifer Johnson

Guests Present

CALL TO ORDER: John Turner called the meeting to order at 4:00pm.

PUBLIC COMMENT: None.

MEMBER AND STAFF ANNOUNCEMENTS: Tammy noted that she is resigning as President and CEO of MCCVB.

CONSENT AGENDA

A. Minutes of the May 16, 2019 MCTID Oversight Committee meetings.

There was a motion to approve the consent agenda as presented. M/S Julie Weaver/Randy Venard.
The motion carried unanimously.

REGULAR AGENDA

NEW BUSINESS

A. FY2019-20 MCTID Oversight Committee Vacant Seat

John Turner noted that Sean Panchal has stepped off the Committee. There was discussion regarding candidates to fill the Monterey representative vacant seat. There was a motion to elect Chris Sommers from the Monterey Plaza Hotel and Spa to the MCTID Oversight Committee. M/S Rene Boskoff/Julie Weave. The motion carried unanimously.

B. Funding Sources

Tammy reviewed other public funding sources that other Destination Marketing Organizations [DMOs] have including activity, event ticket, or restaurant Tourism Improvement District [TID] assessments. The committee discussed the pros and cons of pursuing the implementation of another type of TID in Monterey County. Mike Zimmerman explained the potential for an increase in hospitality businesses taxes. The committee agreed that the MCCVB Board of Directors should discuss funding sources at its next meeting.

C. City of Monterey Traffic Mitigation Plan

Tammy reviewed the City of Monterey's requirement for MCCVB to put together a plan [requirement for funding]. The committee discussed the hospitality businesses involvement in a survey to gather data for the report that will be submitted to the Monterey City Council on October 15th.

GOOD OF THE ORDER: None

Next MCTID Oversight Committee meeting: Thursday October 24, 2019 3:30pm - 5pm

ADJOURN: John Turner adjourned the meeting at 4:52pm

MCCVB MISSION: Drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guest, members and community