

## MINUTES

### MCCVB Board of Directors – Regular Meeting

Thursday August 25, 2022 | 3:00PM – 5:00PM via Zoom Teleconference

Board of Directors Present: Mary Adams, Janine Chicourrat, Sean Damery, Kevin Ellis, Kirk Gafill, Mimi Hahn, Amy Herzog, Stefan Lorch, Amrish Patel, Bina Patel, John Narigi, Teri Owens, Chris Sommers, and Erik Uppman

Board of Directors Absent: Kimbley Craig, Donna Langley, Ed Smith, and John Turner

Board Advisors Present: Jacquie Atchinson, Carol Chorbajian, Norm Groot, Mike LaBarre, Mike La Pier, David Lurie, Paula Joy MacNab, Matt Mogensen, Sean Panchal, Kim Stemler, Hans Uslar, and Anna Velazquez

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

Guests present: Monica Lal (Monterey Peninsula Chamber of Commerce,) Jenny MacMurdo (Pacific Grove Chamber of Commerce,) and Dr. Paige Viren (CSUMB)

CALL TO ORDER –Teri Owens called the meeting to order at 3:02pm.

PUBLIC COMMENT – None

STAFF ANNOUNCEMENTS – Rob O’Keefe recognized several team members for receiving promotions and recognitions. He noted that the Public Relations Manager, Community Relations Director, and Client Services Coordinator positions are open and that there are candidates currently in the pipeline. Rob stated he has been appointed Chair for California Travel Association’s Sustainability & Stewardship Committee. Rob noted the Annual Report for fiscal year 2021-2022, and the Strategic Plan will be presented at the Annual Meeting on September 7<sup>th</sup>, 2022.

### CONSENT AGENDA

- A. Minutes of the June 26, 2022 Board of Directors Regular Meeting
- B. Monthly Department Reports
- C. June and July 2022 Financial Statements
- D. FY2021-22 Board and Committee Meeting Schedule

Rob noted that moving forward we will evolve Board meetings to be less transactional and more relational, forward looking and moving away from reactive and moving instead toward strategic discussions.

*There was a motion to approve the consent agenda as presented. M/S Bina Patel/Kirk Gafill. The motion carried unanimously.*

### REGULAR AGENDA

- A. Resolution Renewing the Line of Credit

Teri noted that the resolution was circulated in advance.

Paul Martin noted that the line of credit is up to \$200,000 for Mechanic Banks, the same as previous line of credit and the signers are Jennifer Johnson, Robert O’Keefe, Teri Owens, and Stefan Lorch.

Supervisor Mary Adams asked if the organization has ever used the line of credit. Paul responded that the line of credit has not been used in the eight years he has been with the organization.

*There was a motion to approve the renewal of MCCVB's Line of Credit at Mechanics Bank by resolution. M/S Mary Adams/John Narigi. The motion carried unanimously.*

#### B. First Quarter Review

Rob noted the First Quarter Review will be condensed into a highlight reel.

Teresa Savage and Lindsey Stevens reviewed activities and programs that have occurred or are coming up soon noting great results as demonstrated in the monthly departmental reports.

Rob O'Keefe reviewed the Community Relations highlights noting that several members of the Community Relations Committee are present and in the interim of the Director of Community Relations role being filled, that he and Jennifer Johnson will be co-managing the Committee.

Paul presented the programming for Finance and Administration. Paul noted a new layout for finances with the new chart of accounts that is now live and that revenue tracking is to forecast and that expenses are slightly lower due to timing of budget assumptions.

Rob reiterated that the Board packet will include the more granular financial details, while the Board meeting agenda items will focus on strategic issues, opportunities, and looking forward.

Rob presented preliminary results regarding Car Week. Paul noted that Car Week 2022 room revenue was 20% higher than the US Open 2019.

There was a discussion regarding Car Week including the role of Short-Term Rentals (STR), occupancy levels, traffic, room rates, revenue generated, and community impacts.

#### C. MCCVB's Strategic Plan

Teri noted the recommended action was to review and approve MCCVB Strategic Plan and approach as presented. Teri noted that the agenda item contains two parts: the first part is the Strategic Plan and the second part is the Monterey County Tourism Improvement District (MCTID) Renewal; she stated that the first part we will vote on and the second part is a discussion item.

Rob provided a process snapshot and noted Coraggio's three phase process approach. He noted we are currently in the final phase of the process "Get Moving." Rob thanked the Strategic Planning Task Force and MCCVB team members for their time and contributions. Rob presented the guiding principles, the vision and mission, and values recreated through the strategic plan. Rob presented the five objectives: "Contribute to long-term viability of tourism economy," "Generate the ideal visitation for our destination," "Enhance Community & Member Engagement,"

“Ensure long-term organizational financial sustainability,” and “Cultivate MCCVB’s strong organizational culture” and the respective initiatives and success indicators.

There was a discussion regarding the elements of the strategic plan Rob presented. The discussion included the language utilized, the external perception of the plan, and internal versus external usage of the plan.

*There was a motion to adopt the Strategic Plan as presented. M/S Kirk Gafill/Sean Damery. The motion carried unanimously.*

Rob presented information related to the MCTID Management District Plan Renewal. He stated that the MCTID Oversight Committee voted to approve the presented approach. He highlighted the importance of visitor value noting visitors from greater distances spend significantly more per trip and that visitors from greater distances spend significantly more per night. Rob presented context on the history and future of MCCVB’s partnership with the Monterey Bay Aquarium. Mimi Hahn noted that the organizations’ teams have been working closely together and will continue to do so on future project investments.

Rob noted South County cities of Soledad, Greenfield, Gonzales, and King City have indicated positive consideration for jurisdiction investment next fiscal year. Rob reviewed the current and renewal district assessment rates and boundaries. There was discussion regarding the assessment options and the process the MCTID Oversight Committee implemented when finalizing the criteria.

Rob and Paul presented data from Tourism Economics; they noted the pay-off of \$2.2 billion in gained spending over the next ten years with the renewal of the MCTID as presented. Rob reviewed the estimated timeline for the (MCTID) Renewal process, with the new district start date targeted for July 1, 2023.

BOARD MEMBER ANNOUNCEMENTS - None

GOOD OF THE ORDER – None

NEXT MEETING OF THE BOARD: October 27, 2022

Teri Owens adjourned the meeting at 5:20pm

**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 27, 2022.

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Signed Bina Patel, Board Secretary

Date