

MINUTES

MCCVB Board of Directors – Regular Meeting

Thursday August 27, 2020 | 3:00PM – 5:00PM by Zoom Conference

Directors Present: Mary Adams, Rick Aldinger, Janine Chicourrat, Kevin Ellis, Kirk Gafill, Jeroen Gerrese, Mimi Hahn, John Narigi, Teri Owens, Amrish Patel, Tim Ryan, Ed Smith, Chris Sommers, and John Turner

Directors Absent: Kimbley Craig, Sean Damery, John Lloyd, Diane Mandeville, and Bina Patel

Advisors Present: Carol Chorbajian, Mike Freed, Norm Groot, Mike LeBarre, Stefan Lorch, Paula Joy MacNab, Matt Mogensen, Bobby Richards, Kim Stemler, and Hans Uslar

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

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

PUBLIC COMMENT None.

STAFF ANNOUNCEMENTS Rob O’Keefe gave updates on the status of the recruitment for the VP of Group Business Development and the Visitor Information Center’s reopening plan noting that the center will operate on reduced hours and days. He added that MCCVB is also working with the City of Monterey, the Monterey Peninsula Chamber of Commerce and the Fisherman’s Wharf Association. MCCVB will staff a remote kiosk at the Wharf to assist with visitor dispersion and responsible travel information distribution for the next two or three weekends.

CONSENT AGENDA

- A. Minutes of the July 30, 2020 MCCVB Regular Board of Directors Meeting
- B. MCCVB Committee Meeting Minutes
- C. Monthly Department Reports
- D. July 2020 Financial Statements

There was a motion to approve the Consent Agenda as presented. M/S Rick Aldinger / Kirk Gafill. The motion passed unanimously [as recorded by roll call.]

REGULAR AGENDA

Old Business

- A. Diversity, Equity and Inclusion

Kevin recapped the Board’s discussion and request for the Executive Committee to further refine the language that was presented at the July meeting. He noted that the Executive Committee met on August 13th and brought forward the recommendations sent in advance for the Board’s consideration and approval. Jennifer Johnson reviewed the revised diversity, equity and inclusion platform language as recommended by the Executive Committee noting that the team discussed the platform language as well. Board members agreed that future trainings were prudent and there was discussion [and agreement] on the use of a third party expert in the field. Rob noted that he would like for the Board’s training to be incorporated into a Board Summit and strategic planning session. Mike LeBarre and Norm Groot provided feedback on the second sentence of the Commitment Statement; Board members and staff agreed that removing it would not take away from the positive and strong position that the first

sentence conveys. *There was a motion to approve the Executive Committee's recommendation for the organization's Diversity, Equity and Inclusion platform as presented with the revision noted. M/S Mary Adams / Ed Smith. The motion passed unanimously [as recorded by roll call.]*

REGULAR AGENDA

New Business

A. Destination Crisis Response

Rob reviewed the crisis communications strategies deployed and the work done to provide timely information to stakeholders and visitors since the fires began. He noted the next steps including incorporating feedback into process improvements for the future. There was discussion regarding the different perspectives between residents and the hospitality businesses regarding tourism promotion timing. John Narigi noted that there is highway signage near Morgan Hill noting coastal cities are closed; staff was asked to follow up on this. There was additional discussion including the impacts of COVID-19 case numbers and how they differ from the peninsula and other areas of the County and how beach and road closures relate to tourism density and displacement during peak visitation. Several Board members expressed concerns related to the upcoming Labor Day weekend and how MCCVB can best serve the hospitality community.

B. Marketing Recovery Update

Paul Martin reviewed updates to the Impact Model and the results of Average Daily Rate (ADR) and Occupancy analysis related to the Impact Model. John Narigi asked if the analysis included a breakout of group and leisure markets. Paul noted that the data has not been analyzed as such to date but that he could look at a breakout and report back the results. Rob reviewed recent survey results provided by Destination Analysts regarding traveler sentiment noting the data was used in the strategic planning process for second quarter programs. There was discussion on the need to maintain brand awareness in markets as noted by Mimi Hahn and the Monterey Bay Aquarium's marketing plan. Rob reviewed the themes that will be deployed throughout marketing communications promotions in second quarter including staycations, remote work and learning opportunities, election breaks and holiday getaways.

BOARD MEMBER ANNOUNCEMENTS John Narigi announced that WeatherTech Raceway's planned race schedule through December has been approved by the County and will be held without fans in a closed paddock but that the events will be televised on NBC Sports. Kirk Gafill noted that a portion of Highway 1 is closed due to the Dolan fire and that everyone should be aware of the potential redirect of visitors; it is not yet determined how long the road will remain closed.

GOOD OF THE ORDER None. Kevin noted that the next meeting of the Board is scheduled for Thursday September 24, 2020

Kevin adjourned the meeting at 4:48pm

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 September 24, 2020.

Signed Teri Owens, Board Secretary

Date