

MINUTES

MCTID Oversight Committee – Regular Meeting

Thursday September 8, 2021 | 3:00PM – 4:30PM

Monterey Conference Center – Colton Room

Committee Members present: Janine Chicourrat, Donna Langley, Kevin Ellis, Stephan Lorch, Tim McGregor, Teri Owens, Amrish Patel, Chris Sommers, and John Turner

Committee Members absent: Harvey Dadwal, Sean Damery and Jonathan Macioce

Advisors Present: Doug Phillips and Mike Zimmerman

Staff present: Rob O’Keefe, Jennifer Johnson, Paul Martin, and Teresa Savage

Guest present: John Lambeth, Civitas

John Turner called the meeting to order at 3:01pm

PUBLIC COMMENT None.

ANNOUNCEMENTS None.

CONSENT AGENDA

A. Minutes of the July 22, 2021 MCTID Oversight Committee meeting

There was a motion to approve the Consent Agenda as presented. M/S Amrish Patel / Stefan Lorch. The motion carried unanimously.

REGULAR AGENDA

New Business

A. Fill Vacancies

Rob O’Keefe noted that he is doing outreach regarding the vacant Carmel representative seat. Donna Langley, Pebble Beach Resorts [County] and Jonathan Macioce, Sanctuary Beach Resort [Marina] are nominated to the Committee. *There was a motion to elect Donna Langley and Jonathan Macioce to the Committee. M/S Kevin Ellis / Chris Sommers. The motion carried unanimously.*

B. MCTID Strategic Planning

Rob and Paul Martin presented information including the following:

- History of MCTID and other TIDs and their economic benefits
- Option to have a 10 year plan
- Comp set destinations’ TIDs and increases/expansions; DMO budgets per hotel room noting MCCVB is outspent significantly
- Comparison of TOT and TID rates with comp set
- New product pipeline comparison to comp set
- What could MCCVB do with competitive increase in budget

John Lambeth, Civitas reviewed the parameters to consider including the addition of new business types, expansion of the boundaries, changing the assessment from a flat rate to a percentage and or increasing the current

assessment rate. He reviewed other destinations' districts and parameter examples including Mammoth Lakes, North Lake Tahoe and Visit California. There was discussion regarding the inclusion of Short Term Rentals in the new district. This was not favorable to the committee.

There was discussion regarding how to segment out residents versus visitors who would pay the assessments if other categories were added. There was also discussion regarding a system that would be more equitable such as a tier assessment based on ADR.

Also noted was the desire to maintain jurisdictional investments.

Committee members agreed that the addition of south county cities made sense but that more data analysis is needed to determine if attractions and or restaurants would be included.

GOOD OF THE ORDER None

NEXT MEETING OF THE COMMITTEE: January 12, 2022 3:00pm – 4:30pm

John Turner adjourned the meeting at 4:52pm