

## MINUTES

MCCVB Community Relations Committee – Regular Meeting  
Thursday September 15, 2022 3:30pm – 4:30pm  
Casa Munras Garden Hotel & Spa  
700 Munras Avenue Monterey, CA 93940 [Marbella Room]

Committee Members Present: Rick Aldinger, Kristin Horton, Monica Lal, Dawn Mathes, Barbara Meister and Dr. Paige Viren

Committee Members Absent: Norm Groot and Jenny MacMurdo

Staff Present: Jennifer Johnson, Rob O’Keefe, Teresa Savage, and Lindsey Stevens

Guests present: Melissa Morris

CALL TO ORDER Rick Aldinger called the meeting to order at 3:47pm.

PUBLIC COMMENT – None

STAFF ANNOUNCEMENTS – Rob O’Keefe announced the publication of MCCVB’s FY2021-22 Annual Report and recognized Lindsey for her promotion to Vice President of Marketing Communications and her Rising Star Award from Cal Travel. Rob stated he has been appointed Chair for California Travel Association’s Sustainability & Stewardship Committee.

### REGULAR AGENDA

#### New Business

##### A. Communication Strategy

Recommended Action: Receive information, discuss and determine community communications strategy for the fiscal year.

Rob reviewed the Strategic Roadmap launched at the annual meeting including MCCVB’s new Vision, Mission, Values and Strategic Imperatives.

He presented information from Tourism Economics’ TID Funding Analysis report including MCCVB’s budget deficit compared to competitive set DMOs. He noted that South County cities have raised their hands to be a part of our Business Plans. He also reviewed the criteria of the MCTID Management District Plan Renewal including the modified assessment and proposed boundaries. He shared that the data shows the pay-off of \$2.2 billion in gained spending over the next ten years with the renewal of the MCTID. Rob reviewed the estimated timeline for the (MCTID) Renewal process, with the new district start date targeted for July 1, 2023.

Lindsey reviewed the Big Sur Responsible Travel Content that MCCVB has published and promoted on the website, on social platforms, in mobile campaigns and in print advertising.

The committee discussed industry topics and requested a shared location for presentations and information to be used for advocacy.

GOOD OF THE ORDER – The committee members agreed to make meetings 90 minutes and at the end of the day.

NEXT MEETING OF THE COMMITTEE: November 3, 2022

Rick adjourned the meeting at 5:17pm