

MINUTES

MCCVB Executive Committee – Special Meeting

Thursday October 22, 2020 2:00pm – 3:00pm Zoom Meeting

Committee Members Present: Kevin Ellis, Jeroen Gerrese, Teri Owens and John Turner

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

Kevin Ellis called the meeting to order at 2:03pm

PUBLIC COMMENT None.

MEMBER AND STAFF ANNOUNCEMENTS Rob O’Keefe provided an update on the open position of Director of Marketing Communications.

CONSENT AGENDA

- A. Minutes of the August 13, 2020 MCCVB Executive Committee Special Meeting
There was a motion to approve the Consent Agenda as presented. M/S Teri Owens/John Turner. The motion passed unanimously as recorded by roll call.

REGULAR AGENDA

New Business

A. Performance Planning

Rob reviewed the proposed approach to goal setting for the organizational and team members. The committee discussed criteria for fiscal year 2020-21 goals noting considerations of activity based goals such as client engagement and retention during this period when the meetings industry come back timing is yet unknown. Rob noted that MCCVB includes variable based pay (incentive) in its compensation structure and without it, some team member compensation levels may be below the minimum ranges outlined in the Compensation and Benefits study accepted in March. The committee agreed on the approach and asked that staff present the committee with a further defined plan in January prior to the Board meeting.

B. Strategic Planning

Rob reviewed his plan for the Board to develop a three to five year strategic road map for Monterey County destination marketing. He suggested an ad-hoc committee or task force of Board member to manage the process with him and there be full community involvement in the process. The committee discussed potential timing and possible vendors to assist the organization in facilitating the successful development of the plan.

GOOD OF THE ORDER None.

Kevin noted that the next scheduled meeting of the Executive Committee is on January 13, 2021

Kevin adjourned the meeting at 3:08pm