

MINUTES

MCCVB Board of Directors – Regular Meeting

Thursday October 28, 2021 | 3:00PM – 5:00PM by Zoom Video Conference

Directors Present: Mary Adams, Rick Aldinger, Janine Chicourrat, Kevin Ellis, Kirk Gafill, Mimi Hahn, Donna Langley, John Narigi, Teri Owens, Bina Patel, Ed Smith, Chris Sommers, John Turner and Erik Uppman

Directors Absent: Kimbley Craig, Sean Damery, and Amrish Patel

Advisors Present: Jacquie Atchison, Norm Groot, Mike LeBarre, Mike La Pier, David Lurie, Paula Joy MacNab, Matt Mogensen, Doug Phillips, Erin Sollecito, Hans Uslar, and Anna Velazquez

Staff Present: Rob O’Keefe, Jennifer Johnson, Lindsey Guinn, Jeniffer Kocher, Marissa Reader, Edward Isabella and Paul Martin

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

PUBLIC COMMENT None

STAFF ANNOUNCEMENTS – Rob updated the Board on positions filled since the last Board meeting - Rick Hud, Business Development Executive; Leslie Chavez, Marketing Manager and Vanessa Parra, Group Marketing Specialist. He noted the remaining two open positions were the Communications Coordinator and the Administrative Specialist. Jennifer reviewed the org chart and status approved in the Business Plan. Lindsey shared Conde Nast Traveler’s 2021 Reader’s Choice Award Winning members in Monterey County.

CONSENT AGENDA

- A. Minutes of the July 29, 2021 Board of Directors Regular Meeting
Recommended Action: Approve minutes as presented.
- B. Committee Meeting Minutes
Recommended Action: Receive draft minutes of the Committee’s meetings as presented.
- C. Monthly Reports
Recommended Action: Receive first quarter department reports.
- D. FY2021-22 Board and Committee Meeting Schedule
Recommended Action: Approve revised schedule as presented.

There was a motion to approve the Consent Agenda as presented. M/S Rick Aldinger/Mary Adams. The motion carried unanimously.

REGULAR AGENDA

New Business

- A. FY2020-21 Audited Financial Statements and 2020 IRS Form 990 Review
Stefan provided a recap of the Finance Committee meeting including the Committee’s review of the audited financial statements. Paul reviewed the published to audited results and impact on retained earnings for FY2020-21. Jarrod Penner, principal with Bianchi, Kasavan and Pope, reviewed the audit findings and statements noting revenue policy updates, allocations and asset disposals by department head count. Kirk Gafill asked about the PPP forgiveness; Paul noted that there was \$67k unused from the first draw PPP loan that would not be forgiven. *There was a motion to approve the FY2020-21 Audited Financial Statements. M/S Ed Smith / John Turner. The motion carried unanimously.* Jarrod noted that the 990 was sent to the Board in advance and that it will be filed on time. There were no questions from the Board members regarding IRS Form 990.

- B. September 2021 (First Quarter) Financial Statements

Paul reviewed the first quarter revenue and expense variances to budget. Kevin asked about the use of unspent budget; Rob noted that unspent variance would be worked into the Reforecast that staff will present to the Board in January. Paul reviewed the current occupancy and employment impact model and recapped the Balance Sheet regarding cash availability noting City and County contracts were in progress. There was discussion regarding business volume and staffing challenges. *There was a motion to approve the September 2021 Financial Statements as presented. M/S Mary Adams/Kevin Ellis. The motion carried unanimously.*

C. Business Plan Implementation Update

Teri Owens provided a recap of the Sales Committee meeting including current lead production, NorthStar data, market research project and the Committee's feedback on the Group campaign "All Inspired" creative work. Rob reviewed the details of these items in addition to Visit California's new Group marketing campaign.

Jeniffer Kocher reviewed Membership, Visitor Services and Community Relations initiatives including the addition of 65 new members, the launch of Visit Widget planned for January and the success of MCCVB's Destination Inspiration engagements at events and on the Wharf in first quarter. She also noted MCCVB's upcoming Social Media Workshop that will be held in Seaside. Rob noted MCCVB's collaboration with the County and other organizations regarding the possibility for ARPA funds for recovery marketing initiatives.

Erik Uppman provided a recap of the Marketing Committee's noting the great job done by the team and agency with the new campaigns. He asked that Board members connect and follow MCCVB's social channels and share postings. Lindsey updated the Board on progress made with projects and campaigns including statics year to date. She noted the change in earned media tracking and how that has affected ad equivalency [more conservative numbers]. She also reviewed the Group Campaign including MCC specific content. Staff reviewed Visit California's international program calendar and Monterey Regional Airport's service strategies.

D. Strategic Planning

Rob reviewed the approach to the strategic planning process noting that decisions will be Board driven, a task force would be put together to guide and monitor the process and that a formal kick-off is planned for the February 2022 Board meeting. *There was a motion to form a Strategic Planning Task Force. M/S John Turner/Bina Patel. The motion carried unanimously.*

BOARD MEMBER ANNOUNCEMENTS – Mayor Anna Velazquez noted the ribbon cutting for the new movie theater in Soledad. John Narigi noted that advocacy is appreciated for the upcoming Board of Supervisors meeting related to the funding for improvements at Laguna Seca. Erik noted that Apple's new IOS "Monterey" is trending on Twitter. Mimi Hahn noted that beginning November 1st, the Aquarium will require proof of vaccination or negative Covid test for entry; rapid testing will be available.

GOOD OF THE ORDER None.

NEXT MEETING OF THE BOARD: January 27, 2022 at 3pm

Chris adjourned the meeting at 4:48pm

Approval of the Minutes

Big Sur | Carmel-by-the-Sea | Carmel Valley | Del Rey Oaks | Marina | Monterey
Moss Landing | Pacific Grove | Pebble Beach | Salinas | Salinas Valley | Sand City | Seaside

I attest that the MCCVB Board of Directors approved these meeting minutes at a regularly scheduled Board of Directors meeting on January 27, 2022.

Signed Bina Patel, Board Secretary

Date