

AGENDA

MCCVB Board of Directors – Regular Meeting

Thursday October 29, 2020 | 3:00PM – 5:00PM by Zoom Conference ID: 860 2833 0254
Dial In Phone Number 1 669 900 9128

Members of the public may participate in the meeting at the appropriate times by using the dial in number shown above. If you choose not to attend the meeting by phone or video, but wish to make a comment on a specific agenda item, please submit your comment via email by 12:00 p.m. on Thursday October 29, 2020. Please submit your comment to MCCVB@seemonterey.com and your comment will be placed into the record of the meeting.

CALL TO ORDER

PUBLIC COMMENT

This portion of the meeting is reserved for members of the public to address the Board of Directors on any matter not on this agenda but under the jurisdiction of the MCCVB Board of Directors.

STAFF ANNOUNCEMENTS

CONSENT AGENDA

- A. Minutes of the September 24, 2020 MCCVB Regular Board of Directors Meeting
Recommended Action: Approve Minutes as presented.
- B. Monthly Department Reports
Recommended Action: Receive reports.

REGULAR AGENDA

New Business

- A. FY2019-20 Financial Audit Review and 2019 IRS Form 990
Recommended Action: Receive reports and forms and approve the MCCVB FY2019-20 Audited Financial Statements as presented and recommended for approval by the Finance Committee.
- B. September 2020 (1st Quarter) Financial Statements
Recommended Action: Review and approve first quarter FY2020-21 Financial Statements as presented.
- C. Committee Updates
Recommended Action: Receive updates from Committee Chairs and discuss action items if any.
- D. Marketing Recovery Update
Recommended Action: Review Impact Model and data analysis as it relates to destination performance; new research and forecasting tools; and marketing update.
- E. FY2020-21 Performance Planning and Goal Setting
Recommended Action: Receive and discuss recommendation from staff on approach to goal setting during recovery year.

BOARD MEMBER ANNOUNCEMENTS

GOOD OF THE ORDER

NEXT MEETING OF THE BOARD: January 28, 2021

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