

MINUTES

MCCVB Board of Directors – Regular Meeting
Thursday November 7, 2019 | 2:00PM – 5:00PM
Monterey County Farm Bureau | 1140 Abbott St., Suite C Salinas, CA 93901

Directors Present: Rene Boskoff, Janine Chicourrat, Kimbley Craig, Sean Damery, Kevin Ellis, John Lloyd, Diane Mandeville, Bina Patel, Teri Owens, Amrish Patel, John Turner, and Julie Weaver

Directors Absent: Mary Adams, Rick Aldinger, Kirk Gafill, Jeroen Gerrese, Mimi Hahn, Ed Smith and Tony Tollner

Advisors Present: Jennifer Fahselt, Norm Groot Kim Stemler **Advisors Absent:** Jacquie Atchison, Carol Chorbajian, Paul Joy MacNab, Doug Phillips and Hans Uslar

Staff Present: Rob O’Keefe, Jennifer Johnson, Paul Martin, Jeniffer Kocher, April Locke, and Nani Almanza **Guests:** Jarrod Penner

CALL TO ORDER John Turner called the meeting to order at 2:01pm.

PUBLIC COMMENT None.

MEMBER AND STAFF ANNOUNCEMENTS Rob O’Keefe updated the board on MCCVB’s responses to the recent fires and power outages, the Public Relations agency status, MCCVB’s plans for the PCMA Conference in San Francisco in January, the vacancy on the Finance Committee, recent awards and team recognitions and MCCVB’s open positions. Jennifer Fahselt announced that on November 14th from 5pm to 7pm there will be a reception in the airport’s mezzanine to showcase the new temporary and permanent art exhibits.

CONSENT AGENDA

- A. Minutes of the September 26, 2019 MCCVB Regular Board of Directors Meeting
- B. Committee Meeting Minutes
- C. Monthly Department Reports
- D. 2019-20 Board and Committee Meeting Schedule (revised)
There was a motion to approve the Consent Agenda as presented. M/S John Lloyd / Amrish Patel. The motion passed unanimously.

REGULAR AGENDA

Old Business

A. Special Projects Update

Rob provided an update on the Hospitality Employees Traffic Study, the Big Sur Destination Stewardship Plan, and the Non Peninsula Marketing Plan.

B. Search Committee Update

Kevin Ellis provided an update from the Search Committee noting that SearchWide Global has reported 30+ interested candidates, and the committee will review candidate summaries on November 14th. There was discussion regarding the amount of time that the process has and will take. The Board members agreed that an offer should be made to the chosen candidate after the interviews that are scheduled for December 16th and 17th but before the holiday.

MCCVB MISSION: Drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests, members and the community.

MINUTES

C. Visitor Center Signage

Jeniffer Kocher reviewed the new signage options which incorporated the Board's feedback from the September meeting. There was a motion to approve the design of the 3rd option and for staff to proceed with the review process at the City of Monterey. M/S John Lloyd / Bina Patel. The motion passed unanimously.

New Business

A. FY2018-19 Audited Financial Statements

Jarrold Penner, the audit representative from BKP provided an overview of the report. There was a motion to approve FY2018-19 Audited Financial Statements as presented. M/S John Lloyd / Rene Boskoff. The motion passed unanimously.

B. September 2019 Financial Statements

Paul Martin provided an overview of the statements. There was discussion regarding the agency's change in pre-billing timing. There was a motion to approve the September 2019 financial statements as presented. M/S Kimbley Craig / Rene Boskoff. The motion passed unanimously.

C. Business Plan Update

Rob reviewed the MCCVB's program and initiatives' year to date and progress on goals. He also reviewed the progress on the Tourism Matters campaign.

GOOD OF THE ORDER: None.

NEXT MEETING: Thursday January 30, 2020 LOCATION TBD

ADJOURN John Turner adjourned the meeting at 3:19pm

MCCVB MISSION: Drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests, members and the community.