

AGENDA

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

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. Board members may respond briefly to statements made or questions posed. They may ask a question for clarification; make a referral to staff for factual information, or request staff to report back to the Board at a future meeting but no deliberation may occur.)

MEMBER AND STAFF ANNOUNCEMENTS

CONSENT AGENDA

- A. **Minutes of the September 26, 2019 MCCVB Regular Board of Directors Meeting**
Recommended Action: Approve Minutes as presented.
- B. **Committee Meeting Minutes**
Recommended Action: Receive Minutes.
- C. **Monthly Department Reports**
Recommended Action: Receive September reports.
- D. **2019-20 Board and Committee Meeting Schedule (revised)**
Recommended Action: Approve revised schedule as presented.

REGULAR AGENDA

Old Business

- A. **Special Projects Update**
Recommended Action: Receive an update on MCCVB special projects.
- B. **Search Committee Update**
Recommended Action: Receive an update from the Search Committee.
- C. **Visitor Center Signage**
Recommended Action: Review signage options and approve final design.

New Business

- A. **FY2018-19 Audited Financial Statements**
Recommended Action: Receive report from Auditor. Approve FY2018-19 Audited Financial Statements as presented.
- B. **September 2019 Financial Statements**
Recommended Action: Receive and approve September 2019 financial statements as presented.

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.

AGENDA

C. Business Plan Update

Recommended Action: Receive an update on program and initiatives' year to date and goals and metrics progress.

GOOD OF THE ORDER

Recommended Action: Discussion from members of the Board for the Good of the Order and possible recommendations for future Board of Directors agenda items.

NEXT MEETING:

Thursday January 30, 2020

LOCATION TBD

ADJOURN

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