

MINUTES

MCCVB Executive Committee – Regular Meeting
Wednesday November 13, 2019 | 9:00 AM to 10:00 AM
MCCVB Office | 787 Munras Avenue, Suite 110, Monterey, CA

Present: John Turner, Jeroen Gerrese, John Lloyd and Kevin Ellis **Absent:** Mimi Hahn
Staff Present: Rob O’Keefe and Jennifer Johnson

John Turner called the meeting to order at 9:00am.

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS: Rob informed the committee that the Content Manager temporary position is filled and that the team is interviewing candidates for the Marketing Specialist position this week.

CONSENT AGENDA

A. Minutes of the October 9, 2019 MCCVB Executive Committee Regular Meeting

There was a motion to approve the Consent Agenda as presented. M/S John Lloyd/Jeroen Gerrese. The motion carried unanimously.

REGULAR AGENDA

New Business

A. Director Attendance and Vacant Advisor Seats

The committee reviewed the attendance grid; Jennifer noted that Ed Smith informed her of his inability to attend Board meetings due to a standing appointment conflict. John Turner will reach out to Ed to discuss. The committee determined that the advisor seats can remain vacant until the next fiscal year slate is presented to the Board.

B. Group Business Development

Rob reviewed the team’s productivity year to date noting challenges in booking groups with 300 or more room nights on peak. Rob discussed the need for updated market research and analysis. The committee agreed that staff should move forward with a request for proposals (RFP) and for the work to be done in 3rd quarter of the fiscal year.

C. Membership Renewal Update

Rob reviewed the FY2019-20 Membership noting that fewer than anticipated memberships were renewed with feedback related to the dues increase.

D. Stakeholder Engagement

Rob reviewed proposed changes to department and position titles. There was a motion to approve the changes as discussed. M/S John Lloyd/Kevin Ellis. The motion carried unanimously.

GOOD OF THE ORDER: The committee discussed potentially changing the date of the next meeting to Tuesday December 10th at 10am.

The meeting adjourned at 10:11am.

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