



MINUTES

MCCVB Board of Directors – Regular Meeting
Friday December 08, 2023 | 9:30am – 3:30pm
Zoom Meeting

Attendance Record is below the minutes.

CALL TO ORDER – Bina called the meeting to order at 10:27pm.

PUBLIC COMMENT – None

CONSENT AGENDA

- A. Minutes of the October 26, 2023 Board of Directors meeting
Recommended Action: Approve draft minutes as presented.

*There was motion to approve the consent agenda as presented.
M/S Stepan Lorch / John Turner. The motion carried. Amy Herzog
abstain.*

REGULAR AGENDA

A. Board Governance Workshop

Rob welcomed the group and provided some updates.

- We recently hired Margaret Baron (Maggie) as the new Finance Director. Paul will be training her through the remainder of his time with us.
- Relocation: We have negotiated an extension on our current lease. We have a four month exit period after a notice has been submitted.
 - After several months of looking at options across the peninsula we have found a location in Heritage Harbor that aligns with our needs and sets the tone on who we are. The building is owned by the Monterey Bay Aquarium.
- Rob will be flying to Dallas, TX the week of December 11 along with Amy Herzog and Mike LaPier to meet with American Airlines and discuss the possibility of a direct flight from Chicago to Monterey.
- Rob reviewed the transformative activities over the past 4 years.

Jennifer reviews the Board Survey results noting that overall the board feels informed, knowledgeable and engaged.



Jennifer introduced the workshop facilitator, Bill Geist, founder and CEO of DMOproz.

Bill Geist leaded the workshop reviewing how DMOs (CVBs) began and how they've evolved over the years. He advocated for Simon Sinek's philosophy of starting with "why" not "what" or how. He noted the main purposes of DMOs in destinations including:

- We make connections
- We promote what we love (our destination)
- Keepers of the calendar
- Voice at the table
- Opener of doors
- Be easy to follow (leaders)

Rob shared CEO Updates

- Future vision meetings
- Financial stability -This is part of our strategic plan. With the objective of having a consultant to others on projections.
- Julie Hart from CFO by Design will be visiting in January to help evolve with our processes.

BOARD MEMBER ANNOUNCEMENTS None.

GOOD OF THE ORDER None.

NEXT MEETING OF THE BOARD: January 25, 2024 – BOARD MEETING

Bina Patel adjourned the meeting at 3:43pm.

I attest that the Board of Directors approved these minutes at a regularly scheduled Board meeting on January 25, 2024.

DocuSigned by:
Fady Hanna 2/13/2024
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Signed Fady Hanna, Board Secretary Date

Meeting Attendance Record:

	Name	RSVP	Present
1	John Turner	Accepted	X
2	Fady Hanna	Accepted	X
3	Kevin Ellis	Accepted	X
4	Kirk Gafill	declined	X
5	Donna Langley	Accepted	X
6	Stefan Lorch	Accepted	
7	Amy Herzog	declined	
8	Kimbley Craig	Accepted	X
9	Janine Chicourrat	Accepted	X
10	Mary Adams	Accepted	X
11	Ed Smith		X
12	Barry Toepke	Accepted	X
13	Erik Uppman	Accepted	X
14	Bina Patel	Accepted	X
15	Chris Sommers	declined	
16	Amrish Patel	Accepted	X
17	Teri Owens	Accepted	X
18	SYLVAIN BRIENS	declined	
19	Kelly Green (nominated for South County)	Accepted	X
	ADVISORS – nonvoting		
1	Carol Chorbajian		X
2	Kim Stemler	Accepted	X
3	Paula Joy MacNab	declined	x
4	Mike La Pier	Accepted	
5	Tonya Hufford	Accepted	X
6	Jacquie Atchison	Accepted	X
7	Norm Groot	declined	x
8	Hans Uslar	Accepted	
9	Lisbeth Visscher	Accepted	X
10	Sean Panchal	Accepted	X
11	Mike LaBarre		
12	Anna Velazquez		
13	David Lurie	Accepted	X
14	Erin Sollecito	Accepted	
15	Dana Allen-Greil	Accepted	X
	Rob O’Keefe, Jennifer Johnson, Ariana Markovitch		