

MINUTES

MCCVB Executive Committee – Regular Meeting
Wednesday December 11, 2019 | 9:00 AM to 10:00 AM
MCCVB Office | 787 Munras Avenue, Suite 110, Monterey, CA

Present: John Turner, Jeroen Gerrese, John Lloyd, Kevin Ellis and 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 noted that all open positions on the marketing team were filled; the new Marketing Specialist is Julia Avery-Shapiro and the temporary Content Manager is Wendy Steel.

CONSENT AGENDA

- A. Minutes of the November 13, 2019 MCCVB Executive Committee Regular Meeting**
There was a motion to approve the Consent Agenda as presented. M/S Jeroen Gerrese/Mimi Hahn. The motion carried unanimously.

REGULAR AGENDA

Old Business

A. Group Business Development

Rob updated the Committee on the status of MCCVB’s goals and metrics related to the Group Business Development team and the challenges recognized in booking larger groups this fiscal year. The Committee discussed the need for market data and analysis, the effects of compression causing business in the destination and the MCCVB’s connection to the Monterey Conference Center’s goals. Rob noted that the Group Market Analysis project Request For Proposals (RFP) will be sent out this week with the cost to be included in the budget reforecast presented to the Board in January.

New Business

A. Compensation and Benefits Study

Rob updated the Committee on the Compensation Committee’s direction regarding a greater focus on benefits comparison in this year’s study and the need for recruitment and retention tools based on the future needs of the organization. There was discussion about the current benefits offered by MCCVB.

GOOD OF THE ORDER

The Committee requested that an Executive Committee meeting [in February] be added to the Board and Committee Schedule of Meetings.

Next Regularly scheduled meeting: Joint Executive and Compensation Committees
March 11, 2020 3pm-5pm - MCCVB Office

John Turner adjourned the meeting at 9:52am.

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