

MINUTES

Executive Committee Regular Meeting
Wednesday December 12, 2018 | 9:00 AM to 10:00 AM
MCCVB Office | 787 Munras Avenue, Suite 110, Monterey, CA

PRESENT:
John Lloyd
Mimi Hahn
Rick Aldinger
Jeroen Gerrese
John Turner

ABSENT:

STAFF:
Tammy Blount-Canavan
Jennifer Johnson

CALL TO ORDER: John Lloyd called the meeting to order at 9:00am

PUBLIC COMMENT: Mimi noted the Aquarium's recent event honoring the MCCVB.

MEMBER AND STAFF ANNOUNCEMENTS: None.

CONSENT AGENDA

A. Minutes of the November 14, 2018 Executive Committee meeting.

Motion to approve the Consent Agenda as presented, M/S Rick Aldinger/Mimi Hahn.
The motion passed unanimously.

REGULAR AGENDA

OLD BUSINESS

A. Membership Dues and Categories

Tammy Blount-Canavan recapped the previous Board and Executive Committee meeting's discussions regarding the MCCVB's Membership Dues Structure and Categories. Jennifer Johnson reviewed the information collected from more than a dozen other CVBs in California, the financial impacts of dues adjustments, estimated retention and an alternative scenario. The Committee discussed the comparisons, increases in the cost of doing business, having the same dues amount for five fiscal years and the possible scenario. There was a motion to recommend that the Board approve a dues increase from \$325 to \$500 and that the staff create a strong communication strategy regarding the value and right sizing of the dues amount. M/S Mimi Hahn/Rick Aldinger. The motion passed unanimously.

B. Destination Stewardship Plan

Tammy recapped recent meetings with the Big Sur group noting their desire for a stewardship plan and potential costs associated with it, as well as other areas of the County that have been experiencing frustrations with visitor behaviors. Tammy reviewed the potential scope of a regional, inclusive and strategic destination stewardship plan with MCCVB leading the process and facilitation. The Committee discussed the current and potential future challenges of the industry and in the destination including transportation, community sentiment, and sustainability. They agreed on the need for a collaborative process and clear plan. The Committee recommended that staff prepare a full presentation to the Board at the January meeting.

GOOD OF THE ORDER: None

ADJOURN: John Lloyd adjourned the meeting at 10:11 am

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