



MONTEREY CLIENT ADVISORY BOARD

Meeting Minutes

<https://www.seemonterey.com/client-advisory-board/>



Meeting moderated and report authored by:
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Attendees



Client Advisory Board

Josh Adams

Laura Bohannon

Sarah Brady

Kim Earle

Gigi Gleason

Bobby Heard

Megan Hemming

Robyn Mietkiewicz

Laura Miller

Carlos Pelham

Chirag Patel, CMP

Colleen Phalen

Danielle Restaino

Naomi Romanchok

Stephanie Treccia

Streamline Events

Your Meeting Pro

Creative Group

Conference Direct

Autodesk

American College of Emergency Physicians

California Special Districts Association

Meetings Site Resource

Independent Meeting Professional

American Gas Association

Academy of Nutrition and Dietetics

American Association of Justice

Genentech

Association of Farmworker Opportunity Programs

Northern Trust Asset Management

Monterey Hosts and Gallery

Tammy Canavan

David Cater

Brandi Hardy

Jeniffer Kocher

Aileen Laracuenta

April Locke

Christina Lomelia-Anaya

Joe Marcy

Mark McMinn

Wendy Norgren

Rob O'Keefe

Marissa Reader

Allyson Ryan

Lauren Siring

Kimber Tabscott

President & CEO

Travel Trade Sales Executive

Regional Sales Executive

Director of Stakeholder and Visitor Engagement

Regional Sales Executive

Director Marketing Communications

Sales Coordinator

Regional Sales Executive

Vice President of Sales

Regional Sales Executive

Vice President, Chief Marketing Officer

Director of Strategic Client Services

Content Manager

Senior Regional Sales Executive

Marketing Communications Project Specialist



Guest Speaker

Fiona Pelham

Positive Impact Events

Meeting Facilitator

David Kliman

The Kliman Group



Welcome and Introductions



Tammy Canavan, Mark McMinn and David Kliman welcomed the group and outlined the goals and objectives of the meeting:

- The Monterey Client Advisory Board is a strategic think tank and client forum in which meeting professionals share their experiences and perspectives to help Monterey better serve the needs of key meeting stakeholders. The DMO is focused on striking a balance between economic growth, quality of life and environmental sustainability.

- Active engagement by the CAB members and all opinions are welcomed and encouraged.
- During the last meeting, CAB members requested that highly experiential activities designed to educate them on the “DNA of the destination” be incorporated into this and future meetings.
- The agenda is designed to highlight numerous experiences in Monterey, Carmel and Pebble Beach.
- The DMO 2018 - 2019 Business Plan can be accessed here:
https://assets.simpleviewcms.com/simpleview/image/upload/v1/clients/montereycounty/Business_Plan_Annual_Report_218_2ad17dcd-a20d-4bb5-8fd0-cdee495a6c81.pdf

The Advisory Board experienced two distinct Destination Education Experiences which included walking tours of downtown Monterey, Monterey Conference Center, Conference District, Fisherman’s Wharf, Cooper Molera Barns, Alvarado Street and Asilomar Conference Grounds & Pebble Beach. The Advisory Board was asked to experience the areas and think about how these locations offer unique inspirational moments and memories to visitors.

Sustainable Moments

Tammy outlined the development of Monterey’s Sustainable Moments program

<https://www.seemonterey.com/sustainable/>

- Sustainable Showcase <https://www.seemonterey.com/sustainable/sustainable-showcase/>
- Participating Partners <https://www.seemonterey.com/sustainable/sustainable-moments-collective/>
- Global Destinations Sustainability Index <https://www.gds-index.com/>

CAB Feedback regarding sustainability efforts

- Develop Sustainable Meetings marketing campaign
- Planners want ability to document the impact of their event’s sustainability efforts
- Monterey’s actions will inspire planners to continue their sustainable efforts
- Continue to highlight sustainability actions, planners want this information and the actions taken so far are inspiring
- Planners want more information to help educate their stakeholders regarding the impact of not being sustainable



Sustainable Events

Fiona Pelham, CEO - Positive Impact Events <https://www.positiveimpactevents.com/>

Fiona outlined her firm's partnership with Monterey which is focused on reducing plastics throughout the global event industry. Fiona noted that Monterey is the first destination to take major action on taking an approach to marketing which will inspire behavior change across the global event industry regarding sustainability.



Global businesses have aligned around the United National Sustainable Development Goals <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

- These goals represent a roadmap for the world to take action and have been embraced by many of the world's largest corporations

Fiona led a Design Thinking exercise https://en.wikipedia.org/wiki/Design_thinking regarding addressing the role of plastic in the events industry; the following highlights the discussions and CAB's feedback:

- The CAB was asked to dismiss previous concepts and focus instead on designing new methods for events to have positive sustainable impacts
- United National Sustainable Development Goals were outlined

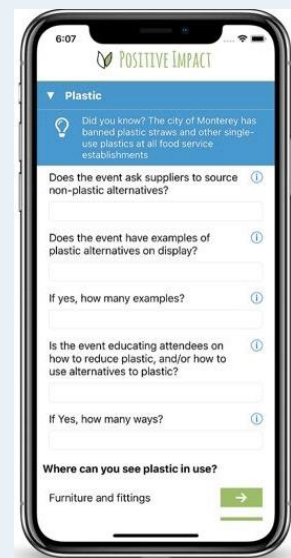
Fiona discussed **Plastic Event Sustainability App** which is in the final stages of development. The Advisory Boards app related comments and suggestions for improvements are found in the addenda to these minutes.

Addressing the role of plastic in the events industry

<https://www.positiveimpactevents.com/campaign/plastics>

Next steps for Monterey

- Integrate sustainability into Monterey's meetings industry campaign
- Create and communicate statistics and reasons for planners to engage in sustainable practices, provide measurement to planners showing impact of meetings
- How much shock value is too much?
 - Too much shock doesn't show the experience and pluses of Monterey
 - Bring a dump truck full of diverted plastic and drop plastics in front of the Conference Center; this would be "good motivation"
- Make Monterey all about sustainable meetings
 - DMO can play a role by providing tools (5 questions)
 - Inform planners how to inspire vendors to provide sustainable services and products
 - Become known for providing planners with tools that can drive change
- Post information on social media
- Link incentives to sustainable planner efforts in Monterey
- Tie rebate program to results of sustainability efforts
- Include sustainability in Letter of Agreements and contracts
- Agriculture sustainability effects in the County should be marketed by the DMO
- Provide signage indicating sustainable measurement efforts



Fiona cited the following book as valuable sustainability reading: [Cradle to Cradle](http://www.mcdonough.com/cradle-to-cradle/)



In the Moment

Rob O'Keefe outlined the DMO's marketing and branding activities; the following summarizes his comments and the CAB's feedback:



Brand Position Statement

- Monterey County is the premier West Coast destination for hosting inspired and invigorating meetings.
- Inspiration is our competitive differentiator

Why people attend meetings

- Engage
- Networking
- Sightseeing
- Experience something new
- CEUs

Number One reason: New Thinking

- Number one way to drive new thinking is inspiration that drives innovation

When asked "What engages planners?", the CAB offered the following comments:

- Share experiences that travelers/attendees can't create on their own
- Effective storytelling
- We "breathe better" in Monterey; there's "less stress, clean environment" here, do everything to "capture that essence"
- Social media influencers
- "Meeting planners are people too" and are subject to many of the same influences as mainstream

When asked how other destinations sell themselves, the CAB offered the following feedback:

- Napa and Sonoma: sells accessibility and being close to San Francisco
- Napa sells exclusivity
- Incentive programs (money), added value bonus
- Napa benefits from perception that San Francisco directly supports Napa (by proximity and marketplace partnership)
- Denver uses pragmatics facts, "Did you Know?"

Rob outlined the *In the Moment* campaign; the following summarizes his comments and CAB feedback:

IN THE MOMENT

Space to think leads to bigger thinking. A history of creativity Inspires future Innovation. A breath of fresh air Sparks fresh ideas. So take In the Moment. On the trail by the water or deep in the hills. Drink In the Moment. From vineyards to backyards, breweries and beyond. And meet In the Moment. On the shore in the boardroom or where Inspiration Strikes.

The Campaign Concept

When you're **In the Moment**:

- Big ideas happen.
- You're out of your comfort zone. **Inspiration strikes where you least expect it.**
- The future is right in front of you.
- You'll never want to leave.
- Inspiration leads to innovation.
- **What came before leads to right now.**
- Inspiration is closer than you think.
- Everything you're looking for is right there.
- Indescribable becomes definable.
- Expectations become actualization.
- You are the game-changer.
- **The next step is greatness.**



The campaign uses Skift content series <https://skift.com> as thought leadership to communicate the brand messages

The CAB was asked to provide thoughts regarding additional topics to consider highlighting in content; these following was suggested:

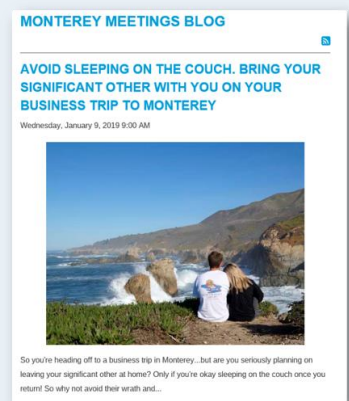
- Work/life integration
- Highlight options to nontraditional (outdoor) meeting spaces
- Sustainability
- Promote affordability
- Pair Monterey's local top talent with our top talent
 - Provide incentives to provide talent at meetings
 - Create own version of TED Talk experiences <https://www.ted.com>

A series of ads were shared and the CAB provided the following feedback:

- Use outdoor attire in outdoor shots, i.e. Patagonia clothing etc.
- Diversity in ads is good, but "images need more younger people"
- Change "accessible" to "approachable"
- Use real meeting planners (including CAB members) in ads
- Revise "Avoid sleeping on the couch" to "Share the Moment"
- Revise "Significant other" to "Someone special"

Create more provocative marketing stories and images

- *In the Moment* video was shared, CAB feedback: nice images; but it "lacks energy" <https://www.youtube.com/user/SeeMonterey>
- Include nontraditional outdoor meeting images in the *In the Moments* video, ensure they look natural to planners



Rob shared the following 2019 Event Trends:

- Audiences Crave Authenticity
- Infusing Events With Hands-On Experiences
- Brain Dates: Networking 2.0
- “Bleisure” Travel Becomes The New Norm
- Saving on Wi-fi Costs
- Enhancing Event Cybersecurity
- Diversity Takes Root
- Sustainability Is Part of the Plan
- Facial Recognition for Security and Feedback
- New Rules for Influencers

Source: <https://helloendless.com/>

- We Will Pay “Even More Attention to Attention”
- We Are Taking More Naps
- Big Data Is Facing a Reckoning
- New Benchmarks Are Emerging

Source: <https://www.pcma.org/>

- “Festivalization” of Meetings & Incentives
- Augmented Reality
- Mindful Events
- Social Media Influencers Will Drive Event Trends

Source: Prevue

General CAB Feedback:

- Create and market Monterey Event Hashtag
 - #SeeMonterey
 - #ExperienceMonterey
 - #MeetMonterey
- Create contest for planners when they visit which includes promoting use of event hashtag and social media
- Revise images and ads to highlight “outside the box meeting venues” that look and feel “more natural”. Models should wear outdoor style clothing (not suit jacket)
- Sustainability “is the right thing to do, it’s second nature” for Monterey
- Build stories based on facts such as “water stations reduced water use by X” etc.; create ties to Monterey’s environmental realities and the area’s natural beauty
- Some believe “shock value” (images) is needed to change behavior
- “Be bold”, make the most of Monterey’s sustainability leadership. Monterey is a “movement maker”; “there’s no downside to doing the right thing”
- Share details regarding Monterey County’s geography; many don’t know the County’s assets such as Big Sur, Carmel Valley etc.
- Laura Miller shared the following link: <https://www.npr.org/2019/01/17/686257550/teenage-diver-finds-tons-of-golf-balls-rotting-off-california>
- Next meeting dates to be advised as soon as possible

