

MINUTES

MCCVB Board of Directors – Regular Meeting
Thursday September 26, 2019 | 2:00PM – 5:00PM
Monterey Plaza Hotel & Spa | 400 Cannery Row, Monterey, CA 93940

Directors Present: Mary Adams, Rick Aldinger, Rene Boskoff, Janine Chicourrat, Kevin Ellis, Kirk Gafill, Jeroen Gerrese, Mimi Hahn, Diane Mandeville, Teri Owens, Amrish Patel, John Turner, and Julie Weaver Directors Absent: Kimbley Craig, Sean Damery, John Lloyd, Bina Patel, Ed Smith and Tony Tollner

Advisors Present: Jacquie Atchison, Jennifer Fahselt, Marilyn Lidyoff, Paul Joy MacNab, Kim Stemler and Hans Uslar Advisors Absent: Carol Chorbajian, Norm Groot and Doug Phillips

Staff Present: Rob O’Keefe, Jennifer Johnson, Mark McMinn, Paul Martin, Jeniffer Kocher, April Locke, Nani Almanza and Tammy Blount-Canavan Guests: Chris Sommers

CALL TO ORDER John Turner called the meeting to order at 2:00pm.

PUBLIC COMMENT None.

MEMBER AND STAFF ANNOUNCEMENTS

Marilyn Lidyoff announced that she is retiring and is resigning as an advisor on the Board. On behalf of the Board, John Turner thanked Marilyn for her service and participation.

John Turner thanked Chris Sommers for hosting the meeting.

Rob O’Keefe announced recent staff and organizational awards, gave an overview of the Annual Meeting, noted the updates to the MCCVB’s Crisis Communications Plan, and provided an update on the annual financial audit process, the MPCOC’s possible relocation to MCCVB’s building and the New/Renovation Information Matrix that the team is building.

PRESENTATION: Diane Mandeville presented slides and information provided by Visit California on marketing results for Monterey County.

CONSENT AGENDA

- A. Minutes of the July 30, 2019 MCCVB Special Board of Directors Meeting
- B. Minutes of the August 29, 2019 Annual Membership Meeting
- C. Committee Meeting Minutes
- D. 2019-20 Board and Committee Meeting Schedule (revised)
- E. Monthly Department Reports

There was a motion to approve the Consent Agenda as presented. M/S Rick Aldinger/Diane Mandeville. The motion passed unanimously.

REGULAR AGENDA

Old Business

A. Special Projects Update

Tammy Blount-Canavan provided an update on the Big Sur Visitor Study noting that the Community Association of Big Sur is on track to meet the required milestones for first Quarter. Tammy then presented the results of the Hospitality Employers Traffic study as required by the City of Monterey. She noted that the report will be presented to Council on October 15th at 7pm.

B. Search Committee Update

Kevin Ellis provided an update from the Search Committee noting that SearchWide Global will be the recruitment firm and that the Committee will meet on October 2nd to finalize the position summary. He noted that the Search Committee discussed and would like the Board to discuss

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the possible requirement for the President and CEO to reside within Monterey County. Discussion ensued. There was a motion to require the candidate chosen to fill the President and CEO position to establish residency in Monterey County within 90 days of employment agreement execution. M/S John Turner/ Rene Boskoff. The motion passed unanimously.

New Business

A. Bank Account Signers

Paul reviewed the changes needed in bank account signers. There was a motion to Adopt a Resolution to approve the following list of signers on the Mechanics Bank checking and money market accounts ending in 3411, and 8604 and the Union Bank checking and money market accounts ending in 1242 and 1259: Robert O'Keefe, President and CEO (Interim), Jennifer Johnson, Vice President of Operations, John Turner, Chair, John Lloyd, Past Chair, Jeroen Gerrese, Treasurer, Kevin Ellis, Chair Elect; AND to remove Tammy Blount as a signer on all accounts; AND to authorize the Secretary Mimi Hahn to sign bank forms required to bring into effect the above list of signers. M/S Mary Adams/Julie Weaver. The motion passed; John Turner, Jeroen Gerrese and Kevin Ellis abstained.

B. August 2019 Financial Statements

Paul Martin reviewed the Financial Statements. There was a motion to approve the August 2019 Financials as presented. M/S Diane Mandeville/Amrish Patel. The motion passed unanimously.

C. Visitor Services Programs

Jeniffer Kocher recapped the Visitor Services Task Force's feedback and the signage options the task force recommended. Board members agreed that there should be no more than 3 lines, that "Information" is the most important word and it should be bigger, that the shape is somewhat "tombstone" like and that "Monterey" is not needed on the sign. They asked that staff share the feedback with the task force and come back to the board with revisions. Jeniffer also reviewed staff's recommendation to adjust Live Chat program and expand visitor center peak season hours. The Board agreed that the modifications to the visitor services programs were good.

D. Funding Sources

John Turner provided a recap from the MCTID Oversight Committee meeting. There was discussion regarding the assessments that hospitality businesses pay now including the Visit CA assessments, restaurant improvement districts and the need for a long-term strategy.

GOOD OF THE ORDER None

NEXT MEETING: Thursday November 7, 2019 LOCATION TBD

ADJOURN John Turner adjourned the meeting at 3:46pm

I attest that these minutes were approved by the Board of Directors at a regular meeting held on November 7, 2019.

Mimi Hahn, Secretary

Today's Date

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