

# AGENDA

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

## CALL TO ORDER

## PUBLIC COMMENT

(This portion of the meeting is reserved for members of the public to address the Board of Directors on any matter not on this agenda but under the jurisdiction of the MCCVB Board of Directors. Board members may respond briefly to statements made or questions posed. They may ask a question for clarification; make a referral to staff for factual information, or request staff to report back to the Board at a future meeting but no deliberation may occur.)

## MEMBER AND STAFF ANNOUNCEMENTS

PRESENTATION: Visit California and MCCVB Program Highlights

## CONSENT AGENDA

- A. **Minutes of the July 30, 2019 MCCVB Special Board of Directors Meeting**  
Recommended Action: Approve Minutes as presented.
- B. **Minutes of the August 29, 2019 Annual Membership Meeting**  
Recommended Action: Approve Minutes as presented.
- C. **Committee Meeting Minutes**  
Recommended Action: Receive Minutes.
- D. **2019-20 Board and Committee Meeting Schedule (revised)**  
Recommended Action: Approve revised meeting schedule.
- E. **Monthly Department Reports**  
Recommended Action: Receive August reports.

## REGULAR AGENDA

### Old Business

- A. **Special Projects Update**  
Recommended Action: Receive an update on MCCVB special projects' progress and discuss next steps, if needed.
- B. **Search Committee Update**  
Recommended Action: Receive an update from the Search Committee and discuss President and CEO position residency requirement.

### New Business

- A. **Bank Account Signers**  
Recommended Action: Approve the list of signers on the MCCVB's checking and money market accounts.

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

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# AGENDA

## B. August 2019 Financial Statements

Recommended Action: Receive and approve August financial statements as presented.

## C. Visitor Services Programs

Recommended Action: Review signage options and determine budget priority; receive and discuss staff recommendation to adjust Live Chat program and expand visitor center peak season hours.

## D. Funding Sources

Recommended Action: Receive a recap from the MCTID Oversight Committee meeting and discuss potential future funding sources and alternate business models.

## GOOD OF THE ORDER

Recommended Action: Discussion from members of the Board for the Good of the Order and possible recommendations for future Board of Directors agenda items.

## NEXT MEETING:

Thursday November 7, 2019

LOCATION TBD

## ADJOURN

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

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