

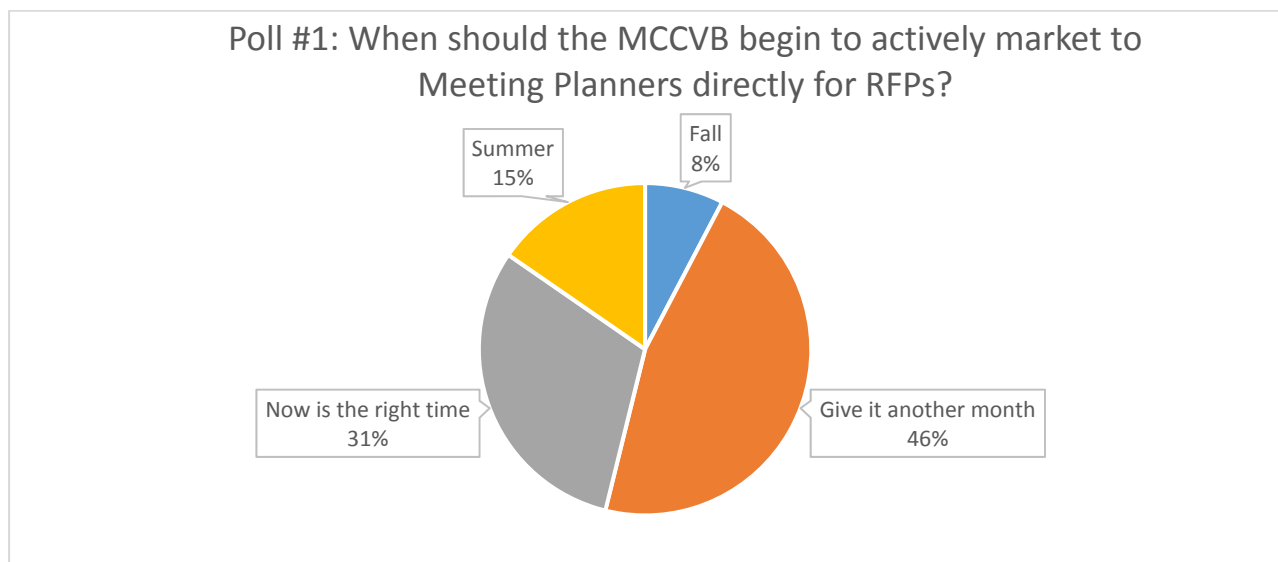
Monterey County CVB Client Advisory Board Meetings Recovery Focus Group (May 26, 2020) Feedback Report

CAB Participants: *Twelve Client Advisors representing a diversity of organizations and companies based in different regions of the country joined the virtual meeting to present their perspective of event planning during the COVID-19 crisis and to identify how stakeholders and MCCVB can leverage resources and partner to determine how meetings can best return to Monterey County.*

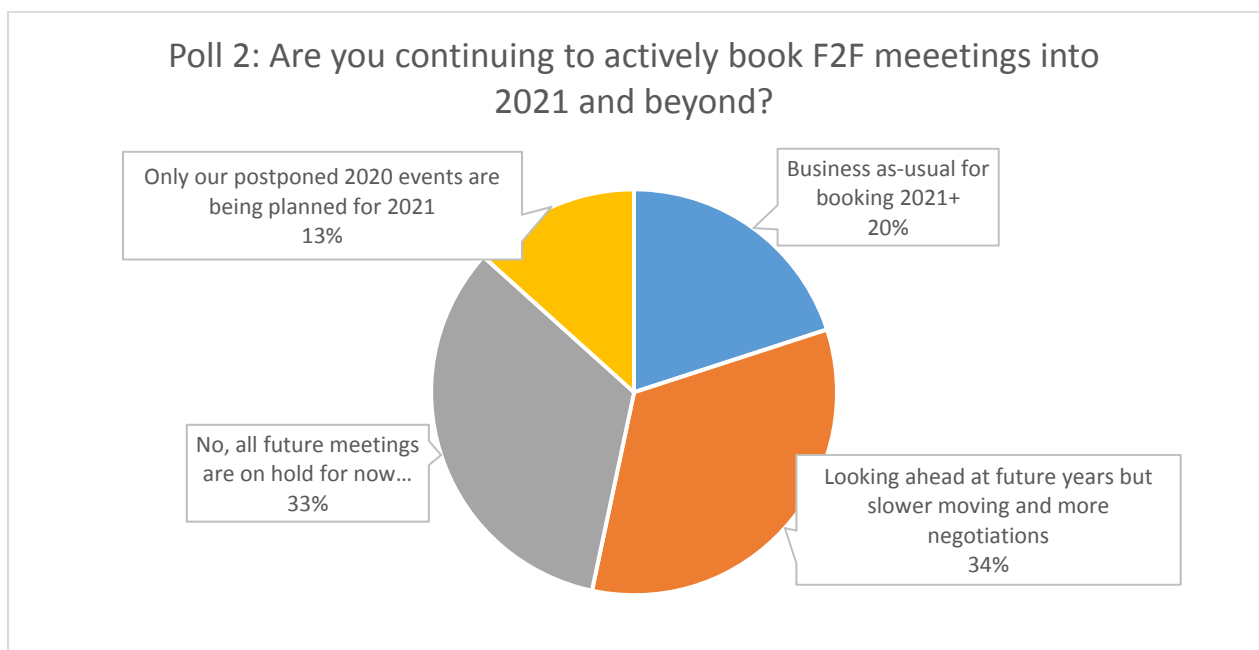
Various questions and polls were posed to the CAB for discussion during the 90-minute session.

| Name | Organization |
|------------------------------|--|
| 1. Carlee Duncan | Autodesk |
| 2. Carlos Pelham | American Gas Association |
| 3. Chirag Patel | Academy of Nutrition and Dietetics |
| 4. Colleen Phalen | American Association for Justice |
| 5. Danielle Restaino Walters | Genentech |
| 6. Josh Adams | streamlinevents |
| 7. Kim Earle | ConferenceDirect |
| 8. Laura Miller | Interface Corporation |
| 9. Megan Hemming | California Special Districts Association |
| 10. Naomi Romanchok | Association of Farmworker Opportunity |
| 11. Stacy Weber | Moss Adams |
| 12. Stephanie Treccia | Northern Trust Asset Management/FlexShares |

Key takeaways are noted below:



- When planners are ready to send RFP's meeting planners know where to go, know the destination and who to go to. It's all about partnership.
 - Don't ask for RFP's now, continue letting planners know you're there and ready to help them (community and hotels) will be important for the next phase
 - Moving to more regional meetings, Monterey has an advantage being within driving distance from Silicon Valley and should leverage that
 - Will need to be ready to answer questions regarding Monterey's protocols on space needs, restaurants
 - Looking to CVBs to provide cleaning protocols, openings, and timelines to help lead the path for planners who aren't up to date with what happening in our county. This is the information they need the most right now.
 - CVB to move to an information providing resource with readily available information for planners to reference for at least the next month or so
 - CVB to provide an updated directory listing on who is available in the sales department at hotels for planners to contact
 - Keep updated convention calendars to help planners check availability for them to rebook their events, even at smaller hotels



- Some optimism about having meeting in Q4
 - Most meetings in 2020 have gone virtual or been pushed to 2021.
 - Some pushing meetings past Q1/Q2 2021 until vaccine comes out, if it does then full steam ahead
 - Depends on location, size and property. For national conferences getting on a plan there is still fear
 - Vaccine is the clear line to restart business
 - Some seeing 30-40% reduction in attendance even if vaccine comes out
 - Space needs will get larger to accommodate social distancing even if attendance is down
- What are the expectations of the facilities you are looking to book? Contracts, cancellation clauses, attrition?

- Hotels will need to partner with planners to find a middle ground if they want to book new business with all of the unknowns out there
 - 80% attrition no longer feasible
 - F&B minimums will need to lower
 - Lower attendees but will need more space, new normal as space hogs
 - Minimal liability will allow more contracts to be signed with the current circumstances
 - To work with some destinations some planners may be asking for no attrition, no cancellation and no F&B minimum
 - Pandemics to be added to force majeure clauses
 - Heavier A/V discounts since expanded streaming will be need for hybrid meetings (live streams)
 - Will have to transport people differently
 - Who will cover costs of PPE for attendees?

- Do you expect attendance rates will decrease in the future?
 - Attendees will accept hybrid meetings this year but will want to go back to Face to Face meetings
 - Hybrid meeting attendee cost could be less due to not as many onsite cost like F&B, rental etc.
 - Most planners still trying to figure this aspect out
 - Hybrid meeting attendance numbers could potentially go up as companies are able to allow attendees to register at a lower cost who normally they couldn't afford to have them travel
 - New audience discovered with virtual component for organizations to include more members that normally cannot attend the in-person events but can online.

- Does your company have standards being developed in regards to social distancing protocol?
 - Some companies establishing in-office protocols first for employees to feel comfortable then potentially replicating those protocols for larger meetings (variety of individual comfort level of travel)
 - CDC will become final authority, but without firm CDC guidelines it is a challenge to set benchmarks so until then, Venue/AHLA/EIC standards will be foundation.
 - Getting Monterey's guidelines and regulations out and updated regularly is important since regulations seem to be changing often
 - Attendee conduct standards are being set - Attendees will need to sign guidelines to wear a mask, leave if they are feeling sick to agree and acknowledge we are all in this together (attendees/meeting planner/hotel)
 - Larger meetings (over 1,000) at one company has medical staff onsite, may use them for smaller meetings as well early on in recovery

- What have you seen from other destinations in their recovery plans, what are others doing right or wrong?
 - Destinations created video now is not the time but we are here for you when you're ready.
 - Videos also showcasing what other properties are doing to prepare for the new normal (check in process with a plastic guard to separate the guest)
 - Virtual tour walking through social distancing set ups to give meeting planners a soft sell of how it would look for them
 - Create as an educational aspect to teach meeting planners to learn from MCCVB; we can provide a fresh perspective on what our destination is doing
 - Create an attendee journey video- how do you arrive at the airport, what are your transportation options to the hotel, what does a socially distant cocktail party look like on the beach, etc.?
 - Venues should be creative with the locations they can leverage in creating outdoor meeting spaces
 - Destination reputation is a factor, are they being safe and following guidelines
 - Forward-looking informative email blast that overviews what is taking place within the destination as an organization (SF Travel referenced) – showcase everything we are doing to get things to where they need to be for the rebound – can be used as a soft-sell
 - Short clips of what hotels and venues are putting together

Reviewed CAB microsite featuring addition of the MCC illustrating social distancing measures being taken as a result of COVID-19.

- CAB feedback was positive – liked the photos and suggested diagrams illustrating setup further and MCC responded these can be prepared using Social Tables.
- What can the MCCVB to do better assist you?
 - Be the most trustworthy and central hub of information
 - Leverage partners who help get people to the destination (rental car, airlines)
 - Compile offerings/promote negotiation terms from hotel partners
 - Monterey is here for you when you're ready
 - Directory of property contacts
 - Video / show door to door Attendee Journey – the traveler experience and how we are making it safe for that individual
 - Develop virtual sites showing aspects of the venues and destination as part of planner resources
 - Highlight our unique experiences and rejuvenation aspects of destination and promote extended stays post event