

# MINUTES

TID Oversight Committee Special Meeting  
Friday March 2, 2018 | 9:00 - 11:00 AM  
MCCVB Office | 787 Munras Avenue, Suite 110, Monterey, CA

## Com Members Present

John Turner  
John Lloyd  
John Narigi  
Randy Venard  
Rene Boskoff  
Bob Buescher  
Teri Owens  
Mike Zimmerman

## Absent

Bently Kriewald  
Janine Chicourrat  
Julie Weaver  
Harvey Dadwal  
Enos Esquivel

## Staff + Guests Present

Tammy Blount  
Paul Martin  
Jennifer Johnson  
Mark McMinn  
Rob O'Keefe

**CALL TO ORDER:** John Turner called the meeting to order at 9:00am.

**PUBLIC COMMENT:** None

**MEMBER AND STAFF ANNOUNCEMENTS:** Paul Martin reviewed progress on the Competitive Set fee and assessment rates requested at the January 23rd meeting during Good of the Order. Final documents are pending.

## CONSENT AGENDA

- A. Minutes of the January 23, 2018 TID Oversight Committee Meeting  
There was a motion to approve the Consent Agenda as presented M/S/C John Lloyd, Rene Boskoff, unanimous

## REGULAR AGENDA

### OLD BUSINESS

#### A. TID Conversion

Tammy updated the Committee on the status of the City of Monterey's legal review of the Management District Plan (MDP) noting an estimated answer date of April 15<sup>th</sup> and that it's likely that the regular TID renewal and annual plan will need to proceed in conjunction with the 89' to 94' law conversion process.

#### B. TID Oversight Committee Governance

[John Narigi arrived] The Committee reviewed the TID Oversight Committee Governance document. The Committee discussed the staggering of terms. John Turner, Rene Boskoff, John Narigi, Randy Venard, John Lloyd and Teri Owens volunteered to begin with a two year term. The remaining Committee members will begin with a one year term. **There was a motion to approve the MCCVB TID Oversight Committee Governance as presented M/S/C Rene Boskoff, John Narigi, unanimous**

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

# MINUTES

## C. MCCVB Budget

The Committee reviewed the MCCVB's 2017-18 activities, budget, results and recommendations documents that were circulated in advance. Tammy noted input from Doug Phillips regarding the MCC plan. The Committee members requested clarification on items including Photography and Press Materials, support of the State Fair County Exhibit, International Marketing investment, U-Trip, Research and various Sales activities. The Committee members agreed that the MCCVB should continue its current sales priority for larger group bookings in the Sunday through Wednesday time frame during the winter months (Nov.-April).

John Narigi recommended, and agreed to share with MCCVB, the Trends report which noted (in December) that Monterey is ranked 10 out of 11 in occupancy but is #1 in rate. There was discussion regarding occupancy and rate variables in the destination.

There were discussions regarding the Group Sales Opportunity budget, the MCCVB's flexibility in spending policies, large events' impact on occupancy and compression, the potential for jurisdictional increases in TOT rates and new accommodations product planned for the area in the next five years.

The Committee agreed that the next discussion should be around an outline of 2018-19 TID budget priorities.

**GOOD OF THE ORDER:** Mike Zimmerman encouraged the Committee to consider other sectors of the hospitality industry for additional MCCVB funding in the future.

**ADJOURN:** John Turner adjourned the meeting at 10:12am.

### Next Meeting

Tuesday, March 27, 2018  
9:00 - 10:00 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