**Monterey County CVB Client Advisory Board**

***Meetings Recovery Focus Group***

**Special preparation notes:**

There is very minimal advance work required. We do not feel a formal pre-planning call will be necessary – and hope you like having one less meeting during your busy schedule. If you wish to review anything, we’re happy to accommodate. Please reach out to Lauren Siring with any questions.

Please review the [CAB microsite portal](https://www.seemonterey.com/client-advisory-board/) for a robust overview of the MCCVB and to access destination updates such as our newly released Sustainable Meetings Guide and Zoom destination themes.

We’d love for you to consider [adding your favorite Monterey County background](https://www.seemonterey.com/resources/zoom-backgrounds/) for our Zoom call!

Rob will direct questions among the CAB to capture the various perspectives of this diverse group.

The focus group will be a fluid discussion. Please be prepared share your ideas and suggestions. We expect the program to run a full 90 minutes.

Selected questions will be finalized by May 22nd to ensure we address the most current needs of our ever-changing world.

**Potential topics:**

* Leveraging resources
* What requirements will need to be met for F2F meetings? Do you have concerns about the hotels/venues being able to accommodate your attendees
* What scenario do you think best describes the post-pandemic recovery of face-to-face meetings for the events within your business sector
* How will the exhibit portion of the tradeshow be managed with social distancing measures
* How will the health of attendees be monitored at registration
* How can Monterey best appeal to planners that are able to book meetings now? Will there be a different approach needed post-pandemic
* What have you seen from other destinations in their recovery plans and client outreach
* What industry resources do you refer to as your trusted information provider
* How can MCCVB best present virtual site visits or provide other resources to aid in virtual planning
* Once the industry recovers from the pandemic, what concerns, if any, do you foresee from an economic standpoint of being able to hold your events
* When should the MCCVB begin to actively market to Meeting Planners
* How do you see meeting planners being able to partner with the hotels and vice versus
* What recommended spacing guidelines are you referring to, and what contracting terms will you be seeking
* What industry resources do you refer to as your trusted information provider

***Showtime!***

**Tuesday, May 26, 2020**

**1 p.m. - 2:30 p.m. PST**

**Zoom link:**

[**https://us02web.zoom.us/j/84201877907?pwd=RmsxVGhYaUFPeks5RjEvS01BSW8zZz09**](https://us02web.zoom.us/j/84201877907?pwd=RmsxVGhYaUFPeks5RjEvS01BSW8zZz09)

**Meeting ID**: 842 0187 7907

**Password:** 376684

One tap mobile

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+1 301 715 8592 US (Germantown)

**CAB Participants:**

|  |  |
| --- | --- |
| **Name** | **Organization** |
| Bobby Heard | American College of Emergency Physicians |
| Carlee Duncan | Autodesk |
| Carlos Pelham | American Gas Association |
| Chirag Patel | Academy of Nutrition and Dietetics |
| Colleen Phalen | American Association for Justice |
| Danielle Restaino Walters | Genentech |
| Josh Adams | Streamline Events |
| Kamala Sriker | American Federation of State, County & Municipal Employees |
| Kim Earle | ConferenceDirect |
| Laura Bohannon | Your Meeting Pro |
| Laura Miller | Interface Corporation |
| Megan Hemming | California Special Districts Association |
| Naomi Romanchok | Association of Farmworker Opportunity |
| Sandy Chapin | SEMI |
| Stacy Weber | Moss Adams |
| Stephanie Treccia | Northern Trust Asset Management/FlexShares |

**Moderator:** Rob O’Keefe **Host:** Lauren Siring **Technician:** Marissa Reader

**Description**

Monterey County is planning for group recovery post-pandemic and enlisting the expertise of the CAB to share insights and review challenges and suggestions for MCCVB and destination partners to consider to align for successful rebound in the meetings industry.

**Objectives**

1. Identify challenges created by the pandemic that CAB planners need resolved to hold meetings again.

2. Determine how Monterey County CVB and industry partners can leverage their resources to gain market share of competitive market.

3. Discuss actions that could improve the performance of post-pandemic meetings to destination.

Led by moderator Rob O’Keefe, CEO and President of MCCVB, and featuring the Client Advisory Board panelists representing various types of meetings, this discussion will challenge each other and the virtual audience consisting of limited invited community hospitality leadership to identify how stakeholders and MCCVB can leverage resources and partner to determine how meetings can best return to Monterey County and ensure the destination is set up for success during the post-pandemic transition.

**Audience Participants**

Limited to invited guests of Monterey County CVB Task Force and Sales Committee.

**Panel Flow:**

***1:00*** *As participants log on, Rob and Lauren chat about a starter question in the chat box:*

What assurances are you seeking from hotels and facilities regarding sanitation protocols?

*We will refer to the responses received from CAB members in prior outreach for discussion points.*

**1:10 Welcome from host and CAB introductions**

**1:15 Rob – Review Agenda/overview of call processes**

Ask panelists for their reactions to the ChatBox for any relevant content to reflect upon.

Begin to pose questions to the CAB for deeper dive into what requirements will need to be met for F2F meetings.

**1:35 -2:25 Rob** will field various questions/polls to be posed for CAB discussion.

**2:30 Lauren to thank CAB panel and gallery - close event**