

Minutes

Board of Directors Meeting

Wednesday, October 28, 2015 | 1:00 PM – 5:00 PM

Monterey Plaza Hotel | 400 Cannery Row, Monterey, CA 93940

<u>DIRECTORS PRESENT</u>	<u>ADVISORS PRESENT</u>	<u>ALL ABSENT</u>	<u>STAFF PRESENT</u>
Bob Buescher	Carol Chorbajian	Dave Potter	Tammy Blount
Steve Thomas	Paulette Lynch	Janine Chicourrat	Scott Wilson
Joy Anderson	Dave Spaur	Steve McNally	Rob O'Keefe
Mimi Hahn	Amrish Patel	Mike Zimmerman	Jennifer Johnson
Rick Aldinger	Jennifer Hickerson	Aaron Johnson	Alliah Sheta
Julie Weaver	Kim Stemler	Marilyn Lidyoff	Paul Martin
Ed Smith	Monta Potter	Kimbley Craig	
Mairead Hennessy	Sean Panchal		
Lisa Dias	Hans Uslar		
Mike Oprish	Todd Kruper		
Ralph Rubio	Tom Frutchey		

CALL TO ORDER: Rick Aldinger called the meeting to order at 1:05 PM

PUBLIC COMMENT: None

First Quarter Review

MCCVB staff presented an update on first quarter results.

Rick Aldinger called for a break at 1:56 PM

Rick Aldinger re-convened the meeting at 2:09 PM

MEMBER AND STAFF ANNOUNCEMENTS

Tammy Blount gave an update on recent staff transitions. Hans Uslar gave an update on the Monterey Conference Center renovation contractor bids. Steve Thomas announced that there will be a free commercial water efficiency class on November 18, 2015 at Asilomar Conference Grounds.

CONSENT AGENDA: Motion to Approve Consent Agenda, M/S/C, Mairead Hennessy/ Steve Thomas, Unanimous

REGULAR AGENDA

NEW BUSINESS

A. 2014-15 Audited Financial Statements

Jerrod Penner from BKP presented the 2014-15 Audited Financial Statements with an unmodified opinion.

Motion to approve the 2014-15 Audited financial statements as presented, M/S/C, Ed Smith/Mairead Hennessy, Unanimous

B. September Financials

Paul Martin presented the September financial statements.

Motion to approve the September financial statements as presented, M/S/C, Bob Buescher/Julie Weaver, Unanimous

C. Committee Updates

Bob Buescher gave an update from the Marketing Committee. He reported that members of Carmel-by-the-Sea HID have concerns with banner advertising on the website and the current booking engine, Booking.com. Rick Aldinger directed staff to research the alternatives and add these issues to a future Board of Directors meeting agenda.

Rob O’Keefe presented an update on the analytics task force.

Alliah Sheta reported on the Community Relations Committee meeting. There was no quorum, however a small group met and discussed the upcoming preparations for El Nino, the effects of Big Blue Live on tourism, and the state of jurisdiction relationships.

Dave Spaur reported that the Airport Task Force had not met, but did pass the floor to Jennifer Hickerson. Jennifer thanked everyone who participated in the Alaska Airlines FAM and reported that the airport is still working closely with Alaska on a potential Seattle route.

D. Quarterly Strategic Conversation

Rick Aldinger presented the strategic issues related to MCCVB mission and business plan. The list circulated at the September Board meeting was divided into subjects appropriate and consistent with the MCCVB’s mission, subjects appropriate and consistent with the MCHA’s mission, and other subjects appropriate for other agencies. It was agreed that all items were appropriately categorized.

Steps for further consultation and identification of opportunities and issues to include community surveys and using the Destination NEXT assessment tool and a workshop to take place at the January meeting were discussed.

Mairead Hennessy requested that metrics be set for the success of the conference Center.

Steve Thomas raised concerns over a formal partnership with the MCHA since they are an active political organization. Rick Aldinger assured the group that the MCCVB and MCHA would work together to establish a better communication arrangement and that the missions would not change.

Mike Oprish raised concerns over using the term “grant” for fear of confusion among the public and industry.

Hans Uslar asked if history and heritage should be further considered due to the lack of effort and resources by California State Parks to adequately market these assets within the County. Dave Spaur suggested that it would be a further conversation with MCHA. Mairead recommended that someone from the hospitality industry look into speaking at the State Parks upcoming conference in December.

Julie Weaver left at 4:10 PM
Mike Oprish left at 4:14 PM

Public Comment: James Velarde asked that the Board consider existing events as well as new events when considering possible sponsorships in the future.

GOOD OF THE ORDER: None

Rick Aldinger adjourned the meeting at 4:25 PM.

Certified by Secretary: _____ Date: _____

NEXT MEETING:

January 27, 2016 | Strategic Planning Meeting
12:00 PM – 5:00 PM - Asilomar Conference Grounds

DRAFT