

Board of Directors Meeting

Wednesday, January 25, 2017 | 2:00 PM – 5:00 PM

InterContinental The Clement Monterey | 750 Cannery Row, Monterey, CA 93940

**DIRECTORS
 PRESENT**

Bob Buescher
 Diane Mandeville
 Ed Smith
 Janine Chicourrat
 Julie Weaver
 Mairead Hennessy
 Mary Adams
 Mimi Hahn
 Ralph Rubio
 Rick Aldinger
 Steve McNally
 Thomas Becker
 Tony Tollner

**ADVISORS
 PRESENT**

Amrish Patel
 Bobby Richards
 Carol Chorbajian
 Dave Spaur
Doug Phillips
Hans Uslar
 Kimbley Craig
 Norm Groot
 Sean Panchal
 Susan Breen
 Todd Kruper

ALL ABSENT

Kim Stemler
 Marilyn Lidyoff
 Mike La Pier
 René Boskoff
 Troy Kingshaven

STAFF PRESENT

Alliah Seta
 April Locke
 Mark McMinn
 Paul Martin
 Rob O’Keefe
 Tammy Blount
 Kelly Gonzalez

GUEST:
 Dave Potter

CALL TO ORDER - PUBLIC COMMENT - Bob Buescher called the meeting to order at 2:03pm.

SECOND QUARTER REVIEW

Tammy Blount opened the meeting welcoming members in attendance and thanking The InterContinental for hosting the meeting. Rob O’Keefe introduced the video showcasing highlights of the second quarter of fiscal year 2016-17. Tammy discussed the importance of the Sustainable Moments initiative and achieving balance between tourism growth and the quality of life for residents. Rob O’Keefe discussed the continued focus on content marketing and presented the latest research. In addition, Mark McMinn presented the overall direction for group sales moving forward and Doug Phillips presented the latest updates on the Monterey Conference Center renovation.

Quarterly Forum adjourned at 3:06pm.
 Board of Directors reconvened at 3:18pm.

MEMBER AND STAFF ANNOUNCEMENTS

Bob Buescher welcomed newly appointed Monterey County Supervisor Mary Adams to the board and Advisor Doug Phillips, GM of the Monterey Conference Center. Tammy reported that she attended the TAMC Board Meeting where they held their annual Transportation Excellence Awards. Congratulations to Ed Smith and Norm Groot for being recognized for their leadership and work on Measure X. The MCCVB was given an award for its community outreach and media updates during Car Week and the Soberanes Fire. Congratulations to Alliah Sheta, Jessica Keener, Allyson Ryan, Jennifer Johnson and Rob O’Keefe making sure the bureau’s communications plan was executed during this time. Rob announced that the MCCVB is in the midst of finalizing an agreement with a new ad agency. Rick Aldinger announced that most Big Sur businesses were open even though there is no thru traffic past the village area. Norm Groot added that his organization puts out an eblast on the ag industry with travel updates and anyone interested in receiving the updates and information are welcome to sign up.

CONSENT AGENDA

Norm commented that the Crisis Communications Plan was well structured and comprehensive document. Tammy added the plan is a foundation to address all possible events and we are open to suggestions to enhance the plan. Ed Smith added the strength of the MCCVB is in the readily available network and the ability to communicate in a timely manner to members and community.

Motion to Approve Consent Agenda M/S/C: Ralph Rubio/Ed Smith/ Unanimous

REGULAR AGENDA

A. Presentation

Tammy thanked Dave Potter for his endless support of the MCCVB and Monterey County. Board Members thanked Dave for “being a good friend to the hospitality industry” and being a “great mentor, especially to newly appointed board members.”

OLD BUSINESS

A. Board Resolutions

Tammy reviewed the resolutions regarding future transactions between MCCVB and voting board members. The financial cap was determined based on actual spending. Each board member abstained from voting for their respective property.

Motion to approve Resolution A (Bob Buescher abstained)

M/S/U: Ralph Rubio/Rick Aldinger/unanimous

Motion to approve Resolution B (Steve McNally abstained)

M/S/U: Rick Aldinger/Ralph Rubio/Unanimous

Motion to approve Resolution C (Thomas Becker abstained)

M/S/U: Rick Aldinger/Diane Mandeville/Unanimous

Motion to approve Resolution D (Mairead Hennessey abstained)

M/S/U: Janine Chicourrat/Julie Weaver/Unanimous

Motion to approve Resolution E (Rick Aldinger abstained)

M/S/U: Diane Mandeville/Mimi Hahn/Unanimous

Motion to approve Resolution G (Janine Chicourrat abstained)

M/S/U: Diane Mandeville/Rick Aldinger/Unanimous

Motion to approve Resolution H (Mimi Hahn abstained)

M/S/U: Diane Mandeville/Janine Chicourrat/Unanimous

Motion to approve Resolution I (Diane Mandeville abstained)

M/S/U: Julie Weaver/Janine Chicourrat/Unanimous

Motion to approve Resolution J (Tony Tollner abstained)

M/S/U: Rick Aldinger/Janine Chicourrat/Unanimous

Motion to approve Resolution K (Julie Weaver abstained)

M/S/U: Mairead Hennessey/Rick Aldinger/Unanimous

Motion to approve Resolution F

M/S/U: Rick Aldinger/Julie Weaver/Unanimous

NEW BUSINESS

A. December 2016 Financials

Paul Martin reviewed the August 2016 Financials.

Motion to approve December 2016 Financials as presented.

M/S/C: Rick Aldinger/Steve McNally/Unanimous

B. 2016-17 Budget Forecast

Paul reviewed the 2016-17 Budget Forecast. Budget numbers held in place in spite of the summer Soberanes Fire. Rates tend to be lower in the fall season. Janine Chicourrat, Bob Buescher and Thomas Becker all mentioned there is some fluctuation in occupancy for the first couple months of 2017.

Motion to approve the 1016-17 Budget Forecast as presented. M/S/C: Diane Mandeville/Maired Hennessey/Unanimous

C. MRY Airport MOU

Tammy presented the Monterey Airport MOU as a formal outline for the MCCVB and MRY to work together in mutually beneficial ways to promote travel to the destination. Discussion and suggestions followed to include the assistance of MCHA in promoting the benefit of the airport to the community perhaps in an editorial.

Motion to approve the MRY Airport MOU. M/S/C: Steven McNally/Janine Chicourrat/Unanimous

D. Quarterly Strategic Conversation

Tammy presented the strategic priorities for the planning and development of the 2017-18 business plan and budget. The strategic priorities drive the content of the business plan. Discussion ensued around the priorities and MCCVB's role in destination metrics. Steve McNally offered to do an update on the Smith Travel Research (STR) report at future board meetings.

Rob discussed marketing metrics and methods of measuring earned media. Discussion ensued. The Board agreed that while tracking earned media is important, that priority needs to be on executing content and relevant PR initiatives.

The evolution of brand positioning and target markets items will be deferred for discussion at a future board meeting.

GOOD OF THE ORDER

Janine Chicourrat suggested Monterey Airport do a presentation on the proposed new terminal at a future board meeting.

ADJOURN – Bob Buescher adjourned the meeting at 5:09PM

NEXT MEETING:

February 22, 2017 | 3:00 PM – 5:00 PM | Quail Lodge

Certified by Secretary: _____ Date: _____