

Minutes

Board of Directors Meeting

Wednesday, September 30, 2015 | 2:00 PM – 5:00 PM

201 Main Complex | 201 Main Street, Salinas, CA 93901

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

CALL TO ORDER: Rick Aldinger called the meeting to order at 2:11 PM

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS

Rick thanked everyone who attended the Annual Luncheon – the event hosted 274 people.

Rob O'Keefe gave an update on the Analytics Task Force, the upcoming Superbowl Campaign, and the Fall Autumn up Campaign. Scott Wilson introduced the new pace report and gave an update on the sales team, leads and conversion rate. Tammy Blount recapped the success of the public relations program to date and discussed upcoming travel schedules.

CONSENT AGENDA

Motion to Approve Consent Agenda, M/S/C, Ed Smith, Bob Buescher, Unanimous

REGULAR AGENDA

NEW BUSINESS

A. August Financials

Paul Martin presented the financial statements and gave an update on the 2014-15 audit which will be presented at the October Board meeting.

Motion to approve the August financials, M/S/C, Julie Weaver/Joy Anderson, Unanimous

B. Laguna Seca Raceway

Supervisor Potter gave a brief update on Laguna Seca Raceway and announced the RFQ and RFP process will begin in the next few weeks in a public setting.

Dean Cantrell from SCRAMP spoke during public comment. He read a statement from the Chair of SCRAMP's board and looks forward to future meetings and working on a plan for hosting upcoming events in the transition.

C. October Board Meeting

Rick Aldinger reviewed the topics that will be discussed at the Strategic Review in October. Mairead Hennessy asked to add Ag Tourism and Ecotourism to the items considered for the Mission Critical conversation. Ed Smith asked that scientific industry outreach for meetings be added to the list. Discussion ensued.

Rick will work with staff to refine the list to bring back to the board in October.

D. Responsible Tourism Marketing Communications Initiative

Rick Aldinger presented background on the conversations taking place around safety and responsible tourism in the County. Rob O'Keefe presented the framework of a "Sustainable Moments" campaign to begin to address the issues of safety, conservation, and the environment. Discussion ensued.

E. Monterey Conference Center

Rob O'Keefe gave a brief update on the Monterey Conference Center Marketing Communications Plan. Ed Smith announced that the City of Monterey will be reviewing the construction proposals after the extended deadline of October 20, 2015.

F. Airport Task Force

Jennifer Hickerson gave a brief update on the airport. She also announced the new flight to LA that begins on November 5th and the fare sale happening this week. Discussion ensued.

G. Committee Update

Mairead Hennessy gave an update on the Sales Committee meetings to date.

GOOD OF THE ORDER: None

Rick Aldinger adjourned the meeting at 3:52 PM.

Certified by Secretary: _____ Date: _____

NEXT MEETING:

October 28, 2015 | Quarterly Forum and Strategic Review
1:00 PM – 5:00 PM
Monterey Plaza Hotel