

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
Mimi Hahn
Ralph Rubio
Rick Aldinger
Steve McNally
Thomas Becker
Tony Tollner
Mary Adams

ADVISORS
PRESENT

Amrish Patel
Bobby Richards
Carol Chorbajian
Dave Spaur

Doug Phillips
Hans Uslar
Kimbly 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: _____

MINUTES

Executive Committee Meeting
Wednesday, February 8, 2017 | 3:00 PM – 5:00 PM
MCCVB Office | 787 Munras Avenue, Suite 110, Monterey, CA

Present:

Bob Buescher
Steve McNally
Rick Aldinger
Mairead Hennessy

Staff:

Tammy Blount
Alliah Sheta
Mark McMinn

Absent:

Thomas Becker

Guests:

Hans Uslar

Bob Buescher called the meeting to order at 3:00 PM

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS

Alliah Sheta updated the committee on previous meetings with newly elected officials and upcoming council presentations. She also told the group that Tammy Blount is going to be late as she's attending the County Economic Opportunity Committee meeting.

Rick Aldinger gave an update on the MCHA's restructuring of the Government Affairs Committee and will be providing updates to this group regularly. Rick also gave an update on the status of Big Sur and the Highway 1 closures. Some businesses are open and he encouraged all to come down for the day.

CONSENT AGENDA

A. Minutes of the December 7, 2016 Executive Committee Meeting

Motion to approve the consent agenda, M/S/C, Rick Aldinger/Mairead Hennessy Unanimous

REGULAR AGENDA

NEW BUSINESS

A. TOT/Online Travel Agencies

Hans Uslar presented the recent Supreme Court decision that eliminates Online Travel Agencies (OTAs) obligation to pay TOT to cities on the retail price of hotel rooms sold. Currently OTAs only remit the tax on the price they pay to when purchasing rooms at lower, wholesale rate. The City of Monterey is looking at how to collect the balance of the tax from hotels going back to the year 2000. The amount the city is looking at collecting is between \$7-8M. Discussion ensued. Bob Buescher suggested that the city work with the hotel community on how to market booking direct instead of focusing on collecting from hotels.

Hans left at 3:45 PM

B. Member Prospect

Alliah reviewed the membership application of Monterey.com and the staff's concern with potential conflicts. Discussion ensued. The committee decided that Monterey.com was in direct conflict to the business conducted by the MCCVB and declined to permit membership for Monterey.com.

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

Tammy Blount arrived at 3:55 PM

C. Group Sales

Mark McMinn gave an update to the committee on his findings from his first 90 days at the MCCVB and his strategic direction moving forward. Discussion ensued. The committee was supportive of Mark's recommendations.

GOOD OF THE ORDER

Mairead asked that the committee receive a presentation from the City of Monterey on the metrics being put forward to measure the Monterey Conference Center's success.

Tammy also requested that the next Executive Committee meeting begin at 4 PM as the Economic Opportunity Committee has requested a presentation by the DSA partners at 1:30 PM on the same day.

Bob Buescher adjourned the meeting at 4:40 PM

Next Meeting

March 8, 2017 | 3:00 PM – 5:00 PM
MCCVB Conference Room

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

Community Relations Committee Meeting
Thursday, February 9, 2017 | 9:00 AM – 11:00 AM
The Martine Inn | 255 Ocean View Blvd, Pacific Grove, CA

Present:

Bobby Richards
Marilyn Lidyoff
Todd Kruper
Rick Aldinger
Dave Spaur
Hans Uslar
Ralph Rubio
Paulette Lynch

Absent:

Carol Chorbajian
Norm Groot
Christien Petrie
Amrish Patel
Kimbley Craig
Karen Nordstrand

Staff:

Tammy Blount
Alliah Sheta
Mark McMinn

Rick Aldinger called the meeting to order at 9:02 AM and thanked Don Martine and the Martine Inn for hosting the meeting today.

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS:

Tammy Blount reviewed recent meetings with elected officials and also reviewed upcoming council presentations.

Dave Spaur updated the committee on the Economic Opportunity Committee meeting yesterday at the County and the formation of the DSA subcommittee to review the funding process that will be headed by Dan Limesand. He invited the DSA agencies to also participate in the subcommittee conversations.

CONSENT AGENDA

- A. October 25, 2016 Meeting Minutes
Motion to approve the Consent Agenda, M/S/C, Todd Kruper/Ralph Rubio,
Unanimous

**REGULAR AGENDA
NEW BUSINESS**

A. Sustainable Moments

Tammy Blount reviewed the recent updates on the Sustainable Moments initiative. Discussion ensued. The committee offered support of the MCCVB's outreach to residents and stakeholders.

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MINUTES

B. Community Relations Calendar

Alliah Sheta reviewed the updates to the community relations calendar and action plan. Rick asked the committee to attend upcoming council meeting. Discussion ensued.

C. Jurisdiction / Industry Reports

Todd Kruper gave an updated on Sand City and announced that Mayor Pendergrass is retiring at the end of April. He also updated the committee on the recent permission from the Coastal Commission to dig five more wells for the desalination plant for drought preparation. In addition, Todd mentioned that the TOT was increased from 8 to 12% although they are not collecting any TOT yet. Lastly he reviewed the ongoing council discussion regarding water credits.

Hans Uslar updated the group on the Monterey Conference Center (MCC) renovation and the City of Monterey is looking at May for the opening. He also mentioned that the MCC team is doing a great job with groups and relocating them to the Hyatt when they can. Hans then reviewed the Community Choice Aggregation (CCA) that Monterey is looking at joining with Santa Cruz and San Benito counties. The CCA would be an alternative energy option for residents in Monterey.

Dave Spaur announced to the committee that the County has been working with a French company that is looking at moving to Marina/Seaside with a clean manufacturing facility. The company would add 100 jobs to the community but there are some high obstacles for the proposed facility.

Mayor Ralph Rubio reported that the City of Seaside is looking at the CCA at their council meeting next week. In addition, the council recently received a presentation by a developer for the Main Gate site. He also reported that there is some activity on the proposed Bayonet and Blackhorse hotel site. Lastly, Mayor Rubio told the group that sales tax is continuing to look good and the City will begin the budget process the following week at council.

Marilyn Lidyoff announced that there is a lot of activity in the Dunes Shopping Center in Marina with the new fast casual restaurants open. Three additional restaurants will be opening soon. She also mentioned that sales tax since the restaurants opened has exceeded expectations. Lastly Marilyn mentioned that the Springhill Suites is now looking at opening in April.

Paulette Lynch announced that the Arts Council for Monterey County is accepting grants for spring and also artist center openings. In addition she discussed the Sand City West End celebration in August.

Bobby Richards reported that the City of Carmel-by-the-Sea is reviewing short term rentals and how to regulate them more efficiently. He also updated the committee on the Carmel Art Festival and the grant they received from the City to use the park for their event.

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MINUTES

Rick reported that Big Sur is experiencing mud slides but access to the village is still available. He encouraged the group to check for updates but invited all to come down for the day.

GOOD OF THE ORDER: None

Rick Aldinger adjourned the meeting at 10:41 AM

Next committee meeting:
May 11, 2017 | 9:00 AM - 11:00 AM
MCCVB Office

DRAFT

MCCVB MISSION: Drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests and members.

MONTEREY

Grab life by the moments:

Group Sales & Services Report

January 2017

Group Room Nights



39% of Annual Goal

This month the sales team gathered for a sales summit that laid the foundation for success and created the following value statement:

"We are destination sales and client services experts who promote, consult and inspire our clients, community and colleagues. We drive economic impact and enhance the destination experience while providing exemplary customer service"

The team is engaged in readings & coursework of The 7 Habits of Highly Effective People.



Hotel Lead Response Rate:

68%
YTD

Pace Report Growth

-12% for YTD



Group RevPAR

*RevPAR is Revenue Per Available Room Night

	Dec.	YTD
★ MONTEREY	7.8	4.4
Lake Tahoe	4.2	12.3
Santa Barbra	11.6	6.8
San Jose	2.4	3.7
Napa Valley	11.3	6.1

	Dec.	YTD
Palm Springs	13.7	22.4
San Diego	17.9	5.9
San Francisco	3.7	-1.9
Newport Beach	9.3	4.0
Sonoma County	14.1	8.2

DEMAND

New Business

BOOKING

45,117 Lead Room Nights January

Total Business Conversion Rate
48%

1,103 Room Nights January

169,479 Lead Room Nights YTD

20,998 Room Nights YTD

MONTEREY

Grab life by the moments:

Marketing Communications

January 2017

The marketing communications team kicked Q3 off in a big way with media placements in the New York Times, New York Daily News, and Forbes.com among others accumulating \$1.5M in targeted earned media. There also continues to be an uptick in website visits and social engagements as a result of our continued content marketing strategy. The team ended the month by wrapping up "Bucket List Worthy Moments" the winter sweepstakes and promotion which promoted off-season visitation. This sweepstakes was the MCCVB's most successful, with 59,000 total entries.

4.1

Communication Effectiveness

Mid Year 2016-2017 Score

SOCIAL ENGAGEMENT YTD



17,963 Followers

+22% YOY



101,972 Fans

+25% YOY



13,405 Followers

+125% YOY



358,270 Engagements

+25% YOY

The MCCVB earned 51,121 social engagements in January and reached 66% of the annual goal YTD

WEBSITE PERFORMANCE

1,034,370 unique visitors

+12% YOY

60% of Goal



- 51,447 contacts in database
- 172,596 referrals to partners YTD
- 2,509,606 page views YTD
- 738 room nights booked on web

ADVERTISING EQUIVALENCY

The MCCVB worked to secure Monterey County in articles in the following targeted publication categories:

- 209 Group/Industry
- 188 California
- 202 International
- 33 Monterey County
- 97 National Lifestyle
- 432 Top states driving domestic visitation

1161 TOTAL PLACEMENTS

\$18,643,680 overall earned media



30% of Annual Goal

\$13,586,916 in targeted earned media YTD

3,980,767,486 in PR impressions

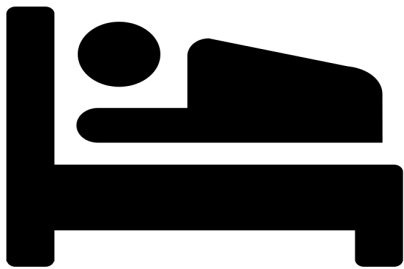
Visitor Services Report

January 2017

The Visitor Services team's primary focus is to extend visitor stays and this month the team Influenced 55% of the visitors at the Monterey Visitors Center to stay longer, resulting in \$1,171,161 in economic impact.

In addition, the team continues to participate in events and conferences throughout the County with Satellite Visitor Services.

ROOM NIGHTS INFLUENCED



3,517 January

57,036 YTD

VISITOR INQUIRIES

4,281 Visitor Engagements January

62,801 Visitor Engagements YTD



VISITOR DEMOGRAPHICS_{YTD}



USA (37%) Germany (11%) Canada (7%)
Australia (6%) United Kingdom (6%) Other (33%)

Nominating Committee

The Nominating Committee will be a standing committee chaired and appointed by the Past Chairperson with members recommended by the Executive Committee, subject to the approval of the Board of Directors. The Committee members shall consist of: two (2) members from the Board of Directors not subject to election; two (2) members of the Corporation not on the Board of Directors; and the Corporation Chairperson who shall not vote. The Nominating Committee will meet upon the occurrence of any vacancy in the Board of Directors for the purpose of nominating a Director to fill said vacancy.

The Nominating Committee shall follow an application process to solicit and evaluate all possible candidates for Board and Executive Committee seats. The Nominating Committee shall provide voting members of the corporation a reasonable opportunity to nominate candidates for directorship. Only members in good standing are eligible to become Directors of the Corporation. The Nominating Committee shall propose a sufficient number of nominees to fill the Board composition requirements as detailed in sections 4.03 and 4.04 of the By Laws. Additionally, the Nominating Committee may recommend exceptions be made to extend "term limits" in accordance with section 4.05 of the By Laws.

MEMBERS

Committee Chair:	Rick Aldinger, Big Sur River Inn
BOD Members:	Steve McNally, Hyatt Regency Monterey Tony Tollner, Downtown Dining
Non- BOD Members:	Kimbley Craig, City of Salinas Gill Campbell, Mazda Raceway Laguna Seca
BOD Chair (Non-Voting):	Bob Buescher, Carmel Mission Inn
Staff:	Tammy Blount, President & CEO Alliah Sheta, Director of Community Relations

MCCVB Meeting Schedule 2016-2017

All committee meetings will be held in the conference room of the MCCVB office, unless otherwise noted. All meetings will be noticed in accordance with the Ralph M. Brown Act.

Board of Directors (BOD)

BOD meetings will be held the 4th Wednesday of every month, except November and December. The location will rotate each month to be held at different member venues within Monterey County.

Executive Committee

Meetings will be held for the Executive Committee as needed.

Marketing Committee

The Marketing Committee will meet quarterly on the first Thursday of the month in October, January, April, and June.

Finance Committee

The Finance Committee will meet quarterly.

Nominating Committee

The Nominating Committee will meet upon the occurrence of any vacancy in the BOD for the purpose of nominating a Director to fill said vacancy. The nominating process for the 2016-2017 BOD will begin in the second half of the year.

Sales Committee

Meetings are generally scheduled on the 3rd Wednesday of every other month.

Compensation Committee

Meetings will be scheduled for the Compensation Committee as needed.

Community Relations Ad Hoc Committee

The Community Relations Committee will meet quarterly on the second Thursday of the month in October, February, and May.

Important Member Meetings

Directors and Advisors are requested to attend and participate in the Annual Member Luncheon and the Customer Advisory Board. These meetings are not subject to the Ralph M. Brown Act.

Day	Date	Time	Meeting	Location
JANUARY				
Thurs	1-12	10:30 AM – 12:00 PM	Marketing Q2	MCCVB
Wed	1-18	3:30 PM – 5:00 PM	Sales Committee	MCCVB
Thurs	1-19	9:00 AM – 10:30 AM	Finance Committee Q2	MCCVB
Tues	1-24	3:30 PM – 5:00 PM	Nominating Committee	MCCVB
Wed	1-25	2:00 PM – 5:00 PM	BOD Qrtly Forum/Strategic Review	InterContinental The Clement Monterey

FEBRUARY				
Wed	2-8	3:00 PM – 5:00 PM	Executive Committee	MCCVB
Thurs	2-9	9:00 AM – 11:00 AM	Community Relations Committee	Martine inn
Wed	2-22	3:00 PM – 5:00 PM	BOD	Quail Lodge

MARCH				
Wed	3-08	3:00 PM – 5:00 PM	Executive Committee	MCCVB
Wed	3-15	3:30 PM – 5:00 PM	Sales Committee	MCCVB
Wed	3-29	3:00 PM – 5:00 PM	BOD	Hilton Garden Inn

APRIL				
Thurs	4-6	10:30 AM – 12:00 PM	Marketing Q3	MCCVB
Wed	4-12	3:00 PM – 5:00 PM	Executive Committee	MCCVB
Thurs	4-20	9:00 AM – 10:30 AM	Finance Committee Q3	MCCVB
Wed	4-26	2:00 PM – 5:00 PM	BOD Quarterly Forum/Strategic Review	The Lodge at Pebble Beach

MAY				
Tues	5-9	10:00 AM – 12:00 PM	Budget Workshop	MCCVB
Wed	5-10	3:00 PM – 5:00 PM	Executive Committee	MCCVB
Thurs	5-11	9:00 AM – 11:00 AM	Community Relations Committee	MCCVB
Thurs	5-11	2:30 PM – 4:30 PM	Budget Workshop	MCCVB
Wed	5-17	3:30 PM – 5:00 PM	Sales Committee	MCCVB
Wed	5-24	3:00 PM – 5:00 PM	BOD	TBD
Thurs	5-25	3:30 PM – 5:00 PM	Nominating Committee	MCCVB

JUNE				
Thurs	6-8	10:30 AM – 12:00 PM	Marketing Q4	MCCVB
Wed	6-14	3:00 PM – 5:00 PM	Executive Committee	MCCVB
Wed	6-28	3:00 PM – 5:00 PM	Annual Meeting of the Board	Hyatt Regency Monterey