

MINUTES

Board of Directors Meeting

Wednesday, July 20, 2016 | 3:00 PM – 5:30 PM

Carmel Mission Inn | 3665 Rio Rd, Carmel, CA 93923

<u>DIRECTORS PRESENT</u>	<u>ADVISORS PRESENT</u>	<u>ALL ABSENT</u>	<u>STAFF PRESENT</u>
Bob Buescher	Bobby Richards	Ed Smith	Alliah Seta
Dave Potter	Carol Chorbajian	Julie Weaver	Tammy Blount
Diane Mandeville	Dave Spaur	Mairead Hennessy	Jennifer Johnson
Janine Chicourrat	Hans Uslar	Mike Oprish	Rob O’Keefe
Mimi Han	Jennifer Hickerson	Ralph Rubio	Kelly Gonzalez
René Boskoff	Kim Stemler	Marilyn Lidyoff	
Rick Aldinger	Kimbley Craig	Troy Kingshaven	
Steve McNally	Norm Groot	Susan Breen	<u>Guest</u>
Thomas Becker	Sean Panchal		Carolyn Hardy – City of Carmel Council Member
Tony Tollner	Todd Kruper		

CALL TO ORDER: Bob Buescher called the meeting to order at 3:08 PM.

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS:

Bob Buescher welcomed new Board Members and Advisors. He reviewed voting procedures and format for the meetings. Tammy Blount informed board the end of year final information is still pending. The 2015-26 annual report will be presented at next month’s Annual Membership Luncheon. Tammy clarified for new members the Annual Membership Luncheon is not a board meeting. Kimbley Craig announced it is Rodeo Week in the City of Salinas; Norm Groot announced the Annual Farm Bureau golf tournament is August 25, 2016. Rick Aldinger gave an update on the State Water Resources Board meeting that he and René Boskoff attended in Sacramento. The State Water Resources Board granted a five year extension until 12/31/2021 for a cease and desist order of pumping water from the Carmel River.

CONSENT AGENDA:

Motion to Approve Consent Agenda with revised Marketing Committee roster and updated info graphs for Marketing and Communications and Group Sales & Services Report.
M/S/C: Steven McNally/Mimi Hahn/Unanimous

REGULAR AGENDA

NEW BUSINESS

A. Carmel-by-the-Sea Jurisdiction Investment with the MCCVB.

Tammy gave an update on the status of funding from the City of Carmel. At the recent Council meeting the Council voted to fund 50% of the 3% formula and to re-evaluate in October 2016 at which time the Carmel City Council will decide whether to fund the remainder of the 3% formula or offer an alternative. Discussions ensued. Dave Potter made a motion to continue discussions with Carmel-by-the-Sea, allowing sixty days to resolve the issue with the Carmel

Council and to proceed with preparation of the visitors guide regardless of the outcome. Staff is to give an update to the Board at the September meeting. René Boskoff seconded the motion; it passed unanimously.

B. 2015-16 Financials Overview

Tammy gave a preliminary overview of the 2015-2016 year end financials. The financials are still open for the next couple of weeks as final numbers come in. Any variances are within the acceptable range as per the financial policies. The audit is scheduled for September with the results due first to the Finance Committee, and then to the Board for final approval in October.

C. 2016-17 Overview

Tammy reviewed the strategic objectives for the new 2016-17 fiscal year. An updated organization chart was included. Rob O’Keefe discussed the move towards focusing on more content marketing. Group FAMS and site inspections will increase as the Monterey Conference Center reopens. Last FY year the Visitors Center had a 62% influence on walk in traffic. Discussion ensued regarding the parameters of setting the goal for the new fiscal year. Staff will present re-forecasted goals at the September Board meeting.

GOOD OF THE ORDER - None

ADJOURN - Bob Buescher adjourned the meeting at 5:04 PM.

NEXT MEETING:

August 25, 2016 | Annual Meeting of the Membership

11:30 AM – 1:30 PM | Monterey Plaza hotel

September 28, 2016 | Board of Directors Meeting

3:00 PM – 5:00 PM | Monterey Tides Hotel

MINUTES

Annual Members Meeting

Thursday, August 25, 2016 | 11:30 AM – 1:30 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	Bobby Richards	Diane Mandeville	Alliah Seta
Ed Smith	Carol Chorbajian	Dave Potter	Tammy Blount
Janine Chicourrat	Dave Spaur	Ralph Rubio	Jennifer Johnson
Mairead Hennessy	Julie Weaver	Norm Groot	Rob O'Keefe
Mike Oprish	Sean Panchal	Steve McNally	Paul Martin
Mimi Han	Michael Le Pier		Kelly Gonzalez
René Boskoff	Kim Stemler		
Rick Aldinger	Marilyn Lidyoff		
Thomas Becker	Hans Uslar		
Tony Tollner	Todd Kruper		
	Susan Breen		
	Troy Kingshaven		

CALL TO ORDER: Bob Buescher called the meeting to order at 12:04 PM.

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS: None

REGULAR AGENDA

NEW BUSINESS

A. Annual Meeting of the Membership

A video of the 2015-2016 year in review was presented. Bob Buescher presented the 2016-2017 Board Members and Officers. Tammy Blount and Rob O'Keefe presented the 2016-2017 Business Plan and Budget. A presentation of thanks was made to Congressman Sam Farr.

GOOD OF THE ORDER: None

ADJOURN: Bob Buescher adjourned the meeting at 1:06 PM

NEXT MEETING:

September 28, 2016 | Board of Directors Meeting
3:00 PM – 5:00 PM | Monterey Tides Hotel, Monterey

MINUTES

Community Relations Committee Meeting
Tuesday, August 9, 2016 | 9:00 Am – 10:00 AM
MCCVB Office | 787 Munras Avenue, Suite 110, Monterey, CA

Present:

Bobby Richards
Carol Chorbajian
Christien Petrie
Karen Nordstrand
Marilyn Lidyoff
Norm Groot
Paulette Lynch
Todd Kruper
Bob Buescher

Absent:

Rick Aldinger
Dave Spaur
Hans Uslar
Ralph Rubio

Staff:

Tammy Blount
Alliah Sheta

Tammy Blount called the meeting to order at 9:00 AM. Rick Aldinger was unable to make the meeting due to the Soberanes Fire and asked the committee to allow Tammy to chair the meeting. The Committee agreed.

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS:

Tammy Blount gave a brief update on the MCCVB's communications on the Soberanes Fire and Car week. She also introduced the new market intelligence specialist, Robert Row. Carol Chorbajian updated the group on the Measure P initiative. The Measure P annual report looks positive and they've collected more than expected.

CONSENT AGENDA

A. May 12, 2016 Meeting Minutes

Motion to approve the Consent Agenda, M/S/C, Carol Chorbajian/Todd Kruper,
Unanimous

REGULAR AGENDA

NEW BUSINESS

A. Community Relations Calendar

Tammy Blount reviewed the scope of the committee and reviewed the MCCVB's community relations calendar and action plan. The following committee members volunteered to report on MCCVB's results monthly at public comment for these councils: Norm Groot, Salinas and Pacific Grove as needed; Carol, Monterey; Bobby to report out at Carmel-by-the-Sea; Marilyn, Marina; Todd, Sand City; Paulette and Christien are willing to go where needed. Committee members were asked to confirm monthly reporting intentions so that if they are unable to attend in a certain month, alternate arrangements can be made.

B. Sustainable Moments Initiative

Tammy reviewed and the sustainable moments initiative and the initial rollout. She also outlined the role of sustainable moments for community relations. The Committee made suggestions and indicated enthusiasm to participate in community meetings about the initiative.

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MINUTES

C. MCCVB Reporting

Tammy gave a brief overview of MCCVB's reporting process to jurisdiction partners and the committee provided feedback.

D. Jurisdiction / Industry Reports

Todd Kruper reported that the West End Celebration will take place in two weeks in Sand City. He also updated the group on the status of the Ecolodge.

Marilyn Lidyoff reported that the Springhill Suites in Marina has had a delay in opening and will let the group know when a new date is confirmed. She also shared that the dunes restaurants will open around Thanksgiving. After all the new restaurants are open, Marilyn will be updating the restaurant guide. Lastly, Marilyn mentioned that the Hampton Inn has been delayed due to the change in their swimming pool plans.

Karen Nordstrand with the Film Commission shared that this past year was great for the film industry in Monterey – reaching \$6M dollars.

Bob Buescher discussed with the group the hotel perspective of the destination. Typically in August Occupancy is at 100% but with the fire, occupancy is down.

Bobby Richards shared that Carmel-by-the-Sea's 100th birthday is in October and Clint Eastwood will be the grand marshal in their parade on October 29th. He also mentioned to the group that hotels are receiving some cancellations due to the fire – and that the tasting rooms are also experiencing a slower than usual month.

Paulette Lynch mentioned to the group that the Monterey Jazz Festival is coming up and still expecting 40K people despite the fire. The festival has been going on for 58+ years. In addition, Paulette updated the group on their initiative with the American Tin Cannery to develop temporary artist bases during the transition to the proposed hotel.

Norm Groot reported that the agriculture industry has a big concern right now around smoke taint and grapes. He also shared that the Salinas Valley Half Marathon was cancelled due to poor air quality. The biggest concern for the ag industry is the lingering effects on produce.

Carol Chorbajian reported that the Monterey Conference Center should be announcing a new GM soon. She also shared that the conference center construction is on schedule.

GOOD OF THE ORDER: None

Tammy Blount adjourned the meeting at 10:14 AM

Next committee meeting:

Thursday, October 20, 2016 | 3:00 PM – 5:00 PM

MCCVB Offices

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MINUTES

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MINUTES

Marketing Committee Meeting
Tuesday, August 9, 2016 | 1:30 PM – 3:30 PM
MCCVB Conference Room | 787 Munras Avenue, Suite 110, Monterey, CA

Present:

Mimi Hahn
Joan Ioannou
Jackie Olsen
Christine Sandin
Kim Stemler
Katie Denbo
Bethany Bachman

Absent:

Heidi Bettencourt
Barry Toepke
Diane Mandeville
Will McCubbins

Staff:

Tammy Blount
Rob O'Keefe
April Locke
Alliah Sheta
Allyson Ryan
Seanie Aceves

Mimi Hahn called the meeting to order at 1:34 p.m.

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS:

Mimi Hahn welcomed everyone to the first meeting of the fiscal year and allowed for introductions around the table. Rob O'Keefe spoke about the changes to the marketing team and how it has been expanded to assist with research support and to broaden our scope. Robert Row, the new Market Intelligence Specialist, introduced himself and spoke about his extensive background in the field. Emily Summers, the Marketing Specialist, and Seanie Aceves, the Marketing Coordinator, who are also new to the team introduced themselves. Rob O'Keefe announced that April Locke has been promoted to Director of Marketing. He also mentioned the opening for a part-time Content Marketing position as a result of Kalinda Panholder going to work for the MCVGA.

REGULAR AGENDA

NEW BUSINESS

A. Orientation

Mimi Hahn spoke about the committee responsibilities, which include driving business to this destination and to help support the marketing team with new ideas and comments. Rob O'Keefe mentioned the importance of having a collective conversation and collaborate on new ideas that will encourage overnight visitation. Discussion and respectful debate is encouraged. Tammy Blount commented that as committee members, this group has a *duty of care* to the organization and also the responsibility to represent the MCCVB out in the community, as well as to offer perspective, feedback and input to MCCVB programs as they are developed.

Rob O'Keefe and Tammy Blount spoke about the Brown Act briefly. Mimi reviewed the member toolkit on SeeMonterey.com and all that it has to offer for members – and

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MINUTES

how it contains additional information that Committee members may find useful. Rob outlined the Vision & Mission of the organization.

B. MCCVB Goals & Metrics

Rob O’Keefe reviewed content marketing and how it will be the key focus for this fiscal year. There will be a brand promotion this fall, with additional promotions to highlight the off-season in Monterey County, along with various content activations that focus on our target audiences throughout the year. Rob O’Keefe reviewed the MCCVB’s three year goals. Also discussed how the organization will create a new brand communications metric in partnership with SMARI.

C. Review Immediate Plans

1. Fall Promotion: Rob O’Keefe outlined the fall promotion, called “Marathon of Moments”, which will focus on giving people more reasons to come to Monterey County. It will assist with overcoming the proximity perception in our region. Allyson Ryan explained that people would be able to customize their experiences, budget and interests. Rob O’Keefe explained the ROI grid which is how we will track the effectiveness of promotions and campaigns and will be presented to this committee for review. Discussion among Committee members took place and ideas for improving the idea were shared.
2. Sustainable Moments: Rob O’Keefe reviewed the Sustainable Moments initiatives and reviewed the goal of training our visitors to treat our county as if it were their home and to help make these moments last for generations to come. Tammy Blount also reviewed the important role this initiative will have in terms of community engagement. Rob O’Keefe mentioned that we have done a soft launch of the initiative but there is a long-term strategy.
3. Phoenix Pop-Up: Rob O’Keefe mentioned we are still working out the details for this pop-up and will have more to come.
4. Group Sales & MCC Plan: Rob O’Keefe talked about and discussion was had on the importance of Group Sales and the Monterey Conference Center. The MCC is a huge community asset and will be marketed under the new branding created last year.
5. International Plan: Rob O’Keefe informed everyone that China is our #1 overseas target market and we are looking to attract the independent traveler who will stay overnight instead of the bus tours. Canada and Mexico are also priority markets. Opportunistic markets such as the UK and Germany have opened up because of the new non-stop air service into San Jose Airport and we have created new partnerships through this.

D. Community Communications

Tammy Blount explained the evolution of working with event organizers to collaborate on a navigation guide for Car week and that the group has been collaborating again this year. The Soberanes Fire creates more complication with traffic so we have been

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MINUTES

working closely with the first responders to better anticipate any changes that may occur. Tammy Blount expressed her understanding that the Soberanes Fire is a sensitive topic, therefore we are careful as to what we send out as far as notifications to the public. The communication plan for such crisis includes the MCCVB striking a less promotional and more informational tone in providing information for tourists and residents who access MCCVB social channels. Working with our counterparts after the fire is over will be very crucial to economic recovery. Kim Stemler took exception to the balance in tone and discussion ensued on how to address this. Kim requested a review of the crisis communications plan by the Board of Directors.

E. Next Steps

Rob O'Keefe mentioned that the most important way we are communicating are through our content calendars and that they will on our website soon, being consistently updated. Rob O'Keefe informed everyone that we will not be printing the business plan this year - instead a digital version will be made available to interested parties. Alliah Sheta mentioned that the early-bird pricing for the Annual Luncheon will end this Friday, August 12th, and will go up to \$69 per person after that.

GOOD OF THE ORDER: Rob O'Keefe would like to review the construction/renovation calendar and have an update on the website to let the public know that we are upgrading.

Mimi Hahn adjourned the meeting at 3:24 p.m.

Next committee meeting:
Wednesday, October, 5th 2016 | 1:00 PM - 3:00 PM
MCCVB Conference Room

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MINUTES

Executive Committee Meeting
Wednesday, August 10, 2016 | 3:00 PM – 5:00 PM
MCCVB Office | 787 Munras Avenue, Suite 110, Monterey, CA

Present:

Bob Buescher
Mairead Hennessy
Steve McNally

Thomas Becker

Absent:

Rick Aldinger

Staff:

Tammy Blount
Alliah Sheta

Bob Buescher called the meeting to order at 3 PM

PUBLIC COMMENT

Mimi Hahn addressed the committee and briefly reviewed the events that took place at the marketing committee meeting. The Executive Committee gave response to a solution sought by Mimi as Chair of the Marketing Committee regarding concern over conduct of committee members, board members, and advisors.

In addition, the committee directed staff to bring the crisis communication plan to the marketing committee first for review, then to bring it to the full board for an update as part of a consent agenda.

MEMBER AND STAFF ANNOUNCEMENTS

Tammy Blount briefly introduced the Market Intelligence Specialist, Robert Row. Thomas Becker briefly gave an update on the Soberanes Fire and the effect on Ventana Resort in Big Sur. Thomas shared that Ventana is closed and will remain so until it is safe for visitors to return.

CONSENT AGENDA

- A. Minutes of the June 13, 2016 Executive Committee Meeting
 - B. Minutes of the June 21, 2016 Executive Committee Meeting
- Motion to approve the consent agenda, M/S/C, Mairead Hennessy/Steve McNally,
Unanimous

REGULAR AGENDA

OLD BUSINESS

- A. General Manager Feedback
- Tammy reviewed the outcomes of the meeting of July 22 with Monterey GMs and the future action.

REGULAR AGENDA

NEW BUSINESS

- B. Membership Application Review
- Tammy reviewed the membership application of Teaz n Pleaz Boutique. Discussion ensued. The staff was directed to process the membership of Teaz n Pleaz Boutique.
- C. Bylaw Review
- Tammy explained the need for a full legal review of the MCCVB bylaws by Civitas and action plan to bring forward the revisions to the full board and membership.

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MINUTES

***Adjourn to Closed Session ***
Public Comment: None

CLOSED SESSION

A. Personnel Matter:

*** RECONVENE ***

ANNOUNCEMENTS FROM CLOSED SESSION: The closed session was continued to Wednesday, August 17th at 4 PM.

GOOD OF THE ORDER: Mairead Hennessy requested that the search for a new VP of Sales for the MCCVB be a standing item on the agenda until the position is filled.

Bob Buescher adjourned the meeting at 4:34 PM

Next Meeting

September 7, 2016 | 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

Sales Committee Meeting
Thursday, August 11, 2016 | 3:30PM- 5:00PM
MCCVB Conference Room

Committee Members Present

Lydia Bates Bob Buescher
Terri D'Ayon Joyce Blanca Erben
Andrea Ferrara Tim Kessler
David Lambert Safarina Maluki
Timothy McGill Steve McNally
Rodney Morrow Chase Ramirez
Julie Weaver Todd Wessing
Nancy Williams

Staff Present

Tammy Blount
Marissa Reader

Absent

Craig Barkdull
Heidi Bettencourt
Cathy Faber

Public

Rene Boskoff
Janine Chicourrat
Carol Chorbajian
Fady Hana
Randy Venard

CALL TO ORDER: Steve McNally called the meeting to order at 3:35pm.

Carol Chorbajian, Janine Chicourrat and Julie Weaver arrived at 3:38pm.

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS: Tammy Blount announced the departure of Scott Wilson and Elizabeth Pemberton as well as introduced Robert Row the new Marketing Intelligence Specialist. Tammy requested that committee members return the 2015-16 booked business audits to MCCVB at their earliest convenience.

CONSENT AGENDA

Motion to approve consent agenda, M/C/S, Timothy McGill, Terry D'Ayon Joyce, Unanimous

REGULAR AGENDA

NEW BUSINESS

A. Sales Committee Introductions

Committee members as well as guests present introduced themselves and shared their backgrounds.

B. Sales Committee Purpose

Tammy Blount discussed the scope and purpose of the sales committee, and how the MCCVB can provide the best ROI for the hotel community. Steve McNally suggested the creation of a task force to review reporting best practices. Discussion ensued. Lydia Bates, Terri D'Ayon Joyce, Dave Lambert, Andrea Ferrara, Blanca Erben and Todd Wessing volunteered to participate in the review of reports and data to be presented to the sales committee. Steve also asked committee members to share what they would like to see happen in this years' meetings. Suggestions were made to incorporate market updates from the Sales Executives, share market intelligence and trends, facilitate discussions about how we can work best as a community to grow business, and evaluate lost business as a group.

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Minutes

C. MCCVB 2016-17 Goals

Tammy Blount reviewed 2016-17 goals for booked room nights and the focus on building new business and maintaining returning customers. Suggestion was made to reevaluate goals once audit numbers are returned. Discussion ensued.

D. Monterey Conference Center

Nancy Williams announced updates on the MCC renovation with the arrival of steel and the pace of construction picking up. MCC availability report was also introduced to the group regarding future bookings and availability. Nancy also offered that there will soon be a reformatted pace report that can be shared with the group, and that any properties wishing to receive updates on what groups are in town can contact her to be put on the distribution list. Discussion ensued.

Safarina Maluki departed at 3:25pm.

E. ROI tracking for Trade Shows, Client Events, and Sponsorships

Tammy Blount introduced the new ROI tracking reports that will be updated each month, and reviewed two post show reports with the group. Suggestion made for task force to also evaluate ROI and post show reports and for any report modification suggestions to be sent to Marissa Reader.

Julie Weaver departed at 4:45pm.

F. 2017 July - December Plans

Steve McNally introduced the 2017 July- December trade show, client events and sponsorship plans for the committee to review. The committee was asked to review the list and advise at the next meeting if they have suggested adjustments.

GOOD OF THE ORDER

Tammy Blount introduced the Northstar Leadership Forum sponsorship opportunity for discussion. Recommended action to inquire further and add to next month's committee meeting agenda.

ADJOURN: The meeting adjourned at 5:15pm.

Next Meeting

Wednesday, September 21, 2016 | 3:30-5:00PM | MCCVB Conference Room

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

MINUTES

Compensation Committee Meeting
Tuesday, September 6, 2016 | 1:00 PM – 2:00 PM
MCCVB Office | 787 Munras Avenue, Suite 110, Monterey, CA

Committee Members Present:

Mairead Hennessy
Janine Chicourrat
Rene Boskoff
Bob Buescher

Others Present:

Steve McNally

Staff Present:

Tammy Blount
Jennifer Johnson

CALL TO ORDER: Mairead called the meeting to order at 1:06 PM.

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS:

Mairead welcomed the Committee members to the first meeting of the fiscal year and made introductions. Tammy Blount informed the Committee that, per the Compensation Development Policy, the Chair reviewed all salary adjustments that were made from the merit pool in the budget, and incentive attainment and payouts prior to their distribution last month.

CONSENT AGENDA

A. March 14, 2016 Meeting Minutes

Motion to approve the Consent Agenda, M/C, Rene, Janine abstained.

REGULAR AGENDA

NEW BUSINESS

A. Review the scope of the 2017 Compensation Study

Jennifer reviewed the scope of the previous study. The Committee discussed the scope options and recommended that staff put out an RFP to a minimum of three firms for total (base + incentive) compensation comparison as well as information regarding any anticipated changes resulting from federal/state wage law changes. The Committee requested that the criteria for incentive earned also be included. It was also recommended that the RFP ask that a separate quote be included specifically for medical/dental/vision benefits cost comparisons. Mairead was designated the Committee liaison to staff and the firms participating in the process.

B. Sales Incentive Plans

Tammy reviewed the samples of DMO Incentive Plans that were provided to the Committee members. The Committee discussed the Room Night Index, STR and Pace reports, the booked business audit currently underway and other factors that affect sales performance. Sales incentive plans will be discussed at future meetings, incorporating this data and the results of the 2017 compensation study.

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MINUTES

C. Review 401k provider options

Jennifer gave an overview of MCCVB's 401k investment platform fees and the proposed change from John Hancock to Voya that would include a reduction in participant fees of up to \$3,100 and a slight increase in MCCVB fees of about \$850 annually. The Committee recommended finding a way to change to Voya while keeping MCCVB fees cost neutral.

GOOD OF THE ORDER: None

Mairead adjourned the meeting at 2:07 PM

Next Committee meeting:
Friday, November 11, 2016 | 1:00 PM - 2:00 PM
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.

MINUTES

Executive Committee Meeting
Wednesday, September 7, 2016 | 3:00 PM – 5:00 PM
MCCVB Office | 787 Munras Avenue, Suite 110, Monterey, CA

Present:

Bob Buescher
Mairead Hennessy
Steve McNally
Thomas Becker
Rick Aldinger

Staff:

Tammy Blount
Alliah Sheta

Bob Buescher called the meeting to order at 3:01 PM

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS

CONSENT AGENDA

- A. Minutes of the August 10, 2016 Executive Committee Meeting
Motion to approve the consent agenda with corrections, M/S/C, Rick Aldinger/Mairead Hennessy, Unanimous

REGULAR AGENDA

OLD BUSINESS

- A. MCCVB VP of Sales
Tammy provided an update on the candidate search for VP of Sales.

NEW BUSINESS

- A. Salinas
Tammy Blount recapped the conversations with the Economic Development team and the opportunity presented by the City of Salinas to manage Salinas 411 as an independent contractor. Discussion ensued. Staff was directed to bring the opportunity to the full board at the next meeting for discussion.
- B. 2016-17 CEO Performance Review
Rick Aldinger reviewed the discussions from the closed session of the Executive Committee on altering slightly the format of the President & CEO's annual performance review. Staff was directed to create 3-point scale for the subjective part of the performance review for review by the committee. Staff was also directed to send a copy of the team's performance review for reference as well.

Tammy also presented the committee with a different way to survey jurisdictions for their input on the MCCVB's performance. Discussion ensued. Staff was directed to offer to host a City manager's meeting close to the review time period to get collective feedback.

- C. Committee Recaps to Board
Steve McNally discussed the process of sharing committee discussions with the full Board of Directors, specifically from the Executive Committee meetings. Discussion ensued. Staff was directed to create summary slides for the committee chairs to use to present recaps of the recent committee meetings.

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

GOOD OF THE ORDER

Mairead asked for a sales item be added to the committee agenda in October. She would like an update on booking analysis discussed at the sales committee.

Bob Buescher adjourned the meeting at 4:42 PM

Next Meeting

October 12, 2016 | 3:00 PM – 5:00 PM
MCCVB Conference Room

DRAFT

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



Community Relations Committee

The Community Relations Committee is an ad hoc working committee of MCCVB. The purpose is to ensure good relations, active participation and cohesive communication with our partner jurisdictions, business associations and other community groups on the positive economic and social impacts of tourism in Monterey County and on the benefits of partnership with the MCCVB. The committee will also represent the MCCVB and report regularly on MCCVB results and initiatives to City Council members and County Board of Supervisors throughout the year. This committee will serve through June 30, 2017.

Scope of work to include:

- Continue community outreach program
- Council meeting agenda reviews, regular attendance and reporting
- MCCVB Quarterly Forums & events attendance

MEMBERS

Chair: Rick Aldinger Big Sur River Inn

Members:

Amrish Patel	Centrella Inn
Bobby Richards	City of Carmel-by-the-Sea
Carol Chorbajian	CCM&E
Christien Petrie	Allied PRA
Dave Spaur	County of Monterey
Hans Uslar	City of Monterey
Karen Nordstrand	Monterey County Film Commission
Kimbley Craig	City of Salinas
Marilyn Lidyoff	City of Marina
Norm Groot	Monterey County Farm Bureau
Paulette Lynch	Arts Council for Monterey County
Ralph Rubio	Mayors Association & City of Seaside
Todd Kruper	City of Sand City

Staff: Alliah Sheta, Director of Community Relations
Tammy Blount, President & CEO

MONTEREY

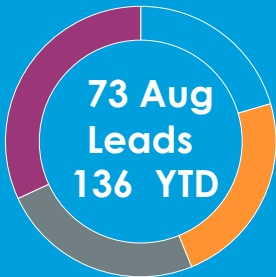
Grab life by the moments.®

Group Sales & Services Report

August 2016

Monthly Summary: In this fiscal year, the sales team has confirmed 33 groups into the destination, an 18% increase vs. the same time last year. In addition, the hotel response rate on leads steadily increased in August helping generate more bookings for the county.

NEW BUSINESS LEADS



33% of Annual Goal
24% Conversion Rate

ROOM NIGHT INDEX



103% in August
97% of Annual Goal

Group RevPAR

August/YTD Group RevPAR YOY Growth %:

★ MONTEREY	6.9	7.5	Palm Springs	22.0	26.7
Lake Tahoe	1.6	3.5	San Diego	20.4	16.4
Santa Barbara	28.5	35.2	San Francisco	-12.2	-13.6
San Jose	2.2	8.5	Orange County	-24.9	-9.1
Napa Valley	-14.6	-0.3	Sonoma County	-19.3	-1.9

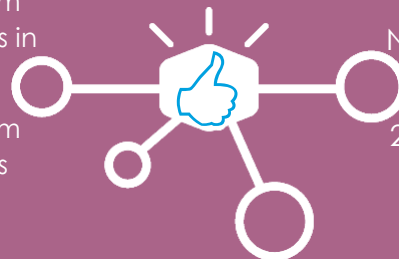
DEMAND VS. BOOKING

19,136 Room Night Leads in August

37,035 Room Night Leads YTD

4,900 Room Nights Booked

28% decrease YOY



Hotel Lead Response Rate:
82.41 % YTD



MONTEREY

Grab life by the moments.®

Marketing & Communications

August 2016

In August the Marketing Communications team saw website visitation increase by nearly 10%. Meanwhile, social engagements were up 41% from the same time last year. Targeted earned media continues to be an important annual goal we will continue to focus on, and so far we have earned \$2,363,499 YTD.

COMMUNICATION

EFFECTIVENESS

4.1

End of Year 2015-16 Score



16,508 followers
+20% YOY



11,039 followers
+269% YOY



93,368 fans
+32% YOY



57,435 engagements
93,126 engagements YTD



SOCIAL

ENGAGEMENT*

WEBSITE

PERFORMANCE



170,222 unique visitors
346,146 YTD
+7% YOY

- 50,834 names in database
- 103,710 referrals to partners YTD
- Website visits reached **20% of goal**
- 781,050 page views YTD
- 314 room nights booked YTD

ADVERTISING

EQUIVALENCY

\$1,541,934

in targeted earned media for August

\$2,363,499 in targeted earned media YTD | **5%** of Annual Goal

\$2,848,196

overall earned media YTD

901,398,564 in PR impressions for August

In August, the MCCVB worked to secure Monterey County in articles in the following targeted publication categories:

- 1 Group/Industry
- 11 California
- 27 International
- 14 Monterey County
- 8 National Lifestyle
- 20 Top states driving domestic visitation

111 Total Placements

MONTEREY

Grab life by the moments.®

Visitor Services Report

August 2016

The Visitor Services team's primary focus is to extend visitor stays. We exceeded our goal this month, **influencing 64% of the visitors at the Monterey Visitors Center to stay longer** resulting in **\$4.1 million** in economic impact in Monterey County.

Our strategy includes outreach and participation at events and conferences with Satellite Visitor Services.

ROOM NIGHTS INFLUENCED



12,445 room nights influenced in August

24,460 Room Nights influenced YTD

VISITOR INQUIRIES

13,741

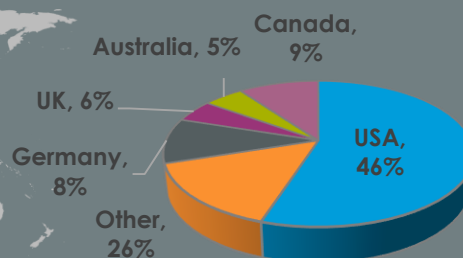
Visitor Engagements in August

25,681

Visitor Engagements YTD



VISITOR DEMOGRAPHICS



Name	Company	Jurisdiction	Officer	Rotation	Term ends
Lodging					
1 Mairead Hennessy	Asilomar Conference Grounds	Pacific Grove	Secretary	2nd year	Jun-17
2 Janine Chicourrat	The Portola Hotel & Spa	Monterey		2nd year	Jun-17
3 Julie Weaver	Pebble Beach Co.	County		2nd year	Jun-17
4 Rick Aldinger	Big Sur River Inn	County	Past Chair	1st year of 2 year term	Jun-18
5 Rene Boskoff	Monterey Marriott	Monterey		fulfill 2nd year of vacated term	Jun-17
6 Bob Buescher	Carmel Mission Inn	County	Chair	1st year of 2 year term	Jun-18
7 Steve McNally	Hyatt Regency Monterey	Monterey	Chair -Elect	1st year of 2 year term	Jun-18
8 Thomas Becker	Carmel Valley Ranch	County	Treasurer	1st year of 2 year term	Jun-18

At Large					
9 Mike Oprish	Corral de Tierra	County		2nd year	Jun-17
10 Mimi Hahn	Monterey Bay Aquarium	Monterey		2nd year	Jun-17
11 Tony Tollner	Downtown Dining	County		1st year of 2 year term	Jun-18
12 Diane Mandeville	Cannery Row Company	Monterey		1st year of 2 year term	Jun-18

Appointed					
13 Ed Smith	City of Monterey	Monterey			re-appointed
14 Dave Potter	Monterey County	County			re-appointed
15 Ralph Rubio	Mayors Association	Seaside			re-appointed

Advisors					
1 Carol Chorbajian	Monterey County Hospitality Association				
2 Kim Stemler	Monterey County Vintners and Growers Association				
3 Troy Kingshaven	Monterey County Film Commission				
4 Mike La Pier	Monterey Peninsula Airport District				
5 Dave Spaur	MCEDOC				
6 Susan Breen	Monterey County Arts Council				
7 Norm Groot	Monterey County Farm Bureau				
8 Bobby Richards	City of Carmel-by-the-Sea				
9 Marilyn Lidyoff	City of Marina				
10 Amrish Patel	City of Pacific Grove				
11 Kimbley Craig	City of Salinas				
12 Sean Panchal	At-large				
13 Todd Kruper	At-large				
14 Hans Uslar	At-large				
15					

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
JULY				
Wed	7-20	3:00 PM – 5:30 PM	BOD followed by reception	Carmel Mission Inn
AUGUST				
Tues	8-9	9:00 AM – 10 AM	Community Relations meeting	MCCVB
Wed	8-10	2:00 PM – 5:00 PM	Executive Committee	MCCVB
Thurs	8-11	3:30 PM – 5:00 PM	Sales Committee	MCCVB
Thurs	8-25	11:30 AM – 1:30 PM	Annual Meeting of the Membership	Monterey Plaza
SEPTEMBER				
Fri	9-2	1:00 PM – 2:00 PM	Compensation Committee	MCCVB
Wed	9-7	3:00 PM – 5:00 PM	Executive Committee	MCCVB
Wed	9-21	3:30 PM – 5:00 PM	Sales Committee	MCCVB
Wed	9-28	3:00 PM – 5:00 PM	BOD	Monterey Tides Hotel
OCTOBER				
Thurs	10-5	1:00 PM – 3:00 PM	Marketing Q1	MCCVB
Wed	10-12	3:00 PM – 5:00 PM	Executive Committee	MCCVB
Fri	10-21	9:00 AM – 11:00 AM	Finance Committee Q1	MCCVB
Thurs	10-25	3:00 PM – 5:00 PM	Community Relations Committee	MCCVB
Wed	10-26	2:00 PM – 5:00 PM	BOD Quarterly Forum/Strategic Review	Embassy Suites
NOVEMBER				
Wed	11-09	3:00 PM – 5:00 PM	Executive Committee	MCCVB
Fri	11-11	1:00 PM – 2:00 PM	Compensation Committee	MCCVB
Wed	11-16	3:30 PM – 5:00 PM	Sales Committee	MCCVB
DECEMBER				
Wed	12-7	3:00 PM – 5:00 PM	Executive Committee	MCCVB
JANUARY				
Wed	1-11	3:00 PM – 5:00 PM	Executive Committee	MCCVB
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
Thurs	1-19	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	MCCVB
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	3-22	3:00 PM – 5:00 PM	BOD	TBD

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

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
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