

Board of Directors Meeting

Wednesday, February 22, 2017 | 3:00 PM – 5:00 PM

Quail Lodge & Golf Club, 8000 Valley Greens Drive, Carmel, CA

DIRECTORS
PRESENT

Bob Buescher
Janine Chicourrat
Julie Weaver
Mairead Hennessy
Mimi Hahn
Ralph Rubio
René Boskoff
Steve McNally
Thomas Becker

ADVISORS
PRESENT

Amrish Patel
Bobby Richards
Carol Chorbajian
Dave Spaur
Kimbley Craig
Susan Breen
Todd Kruper

ALL ABSENT

Diane Mandeville
Doug Phillips
Ed Smith
Hans Uslar
Kim Stemler
Marilyn Lidyoff
Mary Adams
Mike La Pier
Norm Groot
Rick Aldinger
Sean Panchal
Tony Tollner
Troy Kingshaven

STAFF PRESENT

Alliah Seta
Mark McMinn
Paul Martin
Rob O'Keefe
Tammy Blount
Kelly Gonzalez

CALL TO ORDER - PUBLIC COMMENT -

Bob Buescher called the meeting to order at 3:04pm.

MEMBER AND STAFF ANNOUNCEMENTS

Bob Buescher opened the meeting thanking the Quail Lodge for hosting the meeting. Tammy Blount informed the board she has been invited by Visit California as an industry representative to travel to China to sit on the selection review board for the China contractors and agencies that Visit California uses. Travel costs will be covered by Visit California. Tammy updated the board on the meetings she has had with elected officials: Monterey County Supervisors Mary Adams and Luis Alejo, Assembly member Anna Caballero, and the City Managers of Salinas, Seaside and Carmel-by-the-Sea. In March and April staff will be presenting mid-year updates to the cities of Salinas, Monterey, Marina, Carmel-by-the-Sea, Seaside and Pacific Grove. Tammy also announced there are two 2017-18 budget workshops scheduled for May 9th and 11th. Voting members are required to attend at least one workshop; attendance is optional for advisors. Tammy and Alliah Sheta have been in conversations with Visit California, Visit San Luis Obispo and Visit Santa Barbara discussing the current situation and the economic impact of the in-accessibility to Big Sur and Highway 1 due to the recent storm damage. In addition to the immediate impact there is a broader effect of visitors coming into SFO, SJC and LAX with plans to travel along Highway 1 to Big Sur. Ideas are being discussed by the Big Sur community and businesses and the supporting DMO's on how to best support the area. Rob O'Keefe announced that MMGY has been selected as the new advertising/content marketing agency for the MCCVB. The agency has a good reputation of working in the travel and tourism industry. Bobby Richards announced that Carmel Chamber of Commerce has begun a search for a replacement for their Executive Director, Monta Potter.

CONSENT AGENDA

Motion to Approve Consent Agenda M/S/C: Janine Chicourrat/Mairead Hennessy/Unanimous

REGULAR AGENDA

A. Presentation

Due to a last minute conflict Mike LaPier was unable to attend the board meeting. His presentation on the Monterey Regional Airport proposed new terminal is rescheduled for the March meeting.

NEW BUSINESS

A. January 2017 Financials

Paul Martin reviewed the January 2017 Financials.

Motion to approve January 2017 Financials as presented.

M/S/C: Mairead Hennessey/Ralph Rubio/Unanimous

B. Smith Travel Research (STR) Review

Steve McNally presented a review on the STR report. For the purpose of Monterey County the data is ranked/compared with data from five northern and five southern California destinations. Steve explained the percentage of change is more reflective of true performance and growth rather than the actual ranking of Monterey County among the competitive set. Discussion ensued. Thomas Becker added that hotels use the STR report as a performance indicator. René Boskoff added that the CVB has no control over the RevPAR data; however, the CVB does play a large role in promoting and bringing visitors to the area which then impacts visitors occupying hotels.

C. Metrics and Measurements

Rob O'Keefe presented market share analysis and all the data options that can be included in the measurement. Some research is currently taking place to assess the competitive set destinations. The Board agreed that while a more robust analysis is always helpful, STR data will be used to determine destination market share. Mark McMinn presented the three core values/metrics: engagement, actions and transaction, that Group Sales, Tour & Travel and Strategic Client Services (SCS) apply in attracting new business and maintaining established business. He also expressed that the Sales Managers' role is to prospect new business while the SCS team does the bulk of the work to maintain repeat client relationships. Discussion ensued and the Board agreed with these statements.

D. Committee Updates

Bob gave an update on the Executive Committee meeting. The committee reviewed TOT and online travel agencies, discussed a new member prospect and received the group sales update. Alliah gave an update on the Community Relations Committee meeting. The committee reviewed updates to the Sustainable Moments Initiative, the 2016-17 Community Relations Calendar and received updates from the jurisdiction reps.

GOOD OF THE ORDER

Kimbley Craig thanked the MCCVB for sharing the New York Times article about Monterey County. Mimi Hahn asked if we should be looking at immigration travel. Tammy explained U.S. Travel Association (USTA)'s role as the national advocate on this issue. We should refer to MCHA to handle this topic on the local level. Thomas Becker asked what more we should and can do for the area as a result of the weather. Tammy informed the board that the MCCVB is working with Visit California, Visit Santa Barbara and Visit San Luis Obispo on the best way to handle the closure of Highway 1 and the effect on the Big Sur area. Dave Spaur added the State is requesting disaster relief funds. He also mentioned that businesses impacted by the storms can apply for disaster relief loan. Dave requested an update report on the Monterey Conference Center for the next board meeting.

ADJOURN – Bob Buescher adjourned the meeting at 5:18PM

NEXT MEETING:

March 29, 2017 | 3:00 PM – 5:00 PM | Hilton Garden Inn

Certified by Secretary: _____ Date: _____

DRAFT

MINUTES

Joint Executive and Compensation Committee Meeting
Wednesday, March 8, 2017 | 4:00 PM – 6:00 PM
MCCVB Office | 787 Munras Avenue, Suite 110, Monterey, CA

Present:

Bob Buescher
Thomas Becker
Mairead Hennessy
Rene Boskoff

Staff:

Tammy Blount
Jennifer Johnson

Absent:

Rick Aldinger
Steve McNally

Guests:

Chris Ihrig
Wifred Brewer

Bob Buescher called the meeting to order at 4:06 PM

PUBLIC COMMENT:

Thomas Becker asked the committee about state assistance regarding the Highway 1 road closure impacts to Big Sur. Mairead will reach out to State Parks.

MEMBER AND STAFF ANNOUNCEMENTS

Tammy updated the committee on recent presentations to jurisdiction stakeholders. Rick Aldinger was unable to attend but asked that we mention that some Big Sur businesses are open and he encouraged all to come down for a day visit.

CONSENT AGENDA

A. Minutes of the February 8, 2017 Executive Committee Meeting

Motion to approve the consent agenda, M/S/C, Mairead Hennessy/Thomas Becker Unanimous

REGULAR AGENDA

NEW BUSINESS

A. Compensation and Benefits Study

Wilfred Brewer of Performance Solutions Group, Inc. presented the report. There was discussion regarding recommendations for the incentive plan. Staff will work on recommendations for review by the committee.

B. Employee Engagement Study

Chris Ihrig of FiredUp! Culture presented the results. There was discussion regarding the incorporation of feedback into team coaching and performance management.

GOOD OF THE ORDER

Tammy asked that the Executive Committee meetings begin at 4 PM or shift the day of the meeting as the Economic Opportunity Committee of the County meeting is currently scheduled on the same day. MCCVB will coordinate with the committee members on the best day/time.

Bob Buescher adjourned the meeting at 5:46 PM

Next Meeting

April 12, 2017 | 3:00 PM – 5:00 PM
(pending changes per Good of the Order)

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
Wednesday, March 15, 2017 | 3:30PM- 5:00PM

MCCVB Conference Room

Committee Members Present

Lydia Bates	Heidi Bettencourt
Terri D'Ayon Joyce	Cathy Faber
Andrea Ferrara	Tim Kessler
David Lambert	Timothy McGill
Steve McNally	Julie Weaver
Todd Wessing	Nancy Williams

Staff Present

Mark McMinn
Marissa Reader
Robert Row
David Cater

Absent

Blanca Erben
Safarina Maluki
Rodney Morrow
Chase Ramirez
Chris Whitman

Public

Bob Buescher
Mairead Hennessy
Christine Russo Robertson

CALL TO ORDER: Steve McNally called the meeting to order at 3:32pm.

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS: None

CONSENT AGENDA: Motion to approve consent agenda, M/C/S, Julie Weaver, Heidi Bettencourt, Unanimous

REGULAR AGENDA

NEW BUSINESS

A. Tour & Travel Presentation

Robert Row presented an overview of trends from the 2015 Tourism Economics report and a profile of China travelers. David Cater presented a SWOT Analysis of the top international markets coming to Monterey County and how to engage them. Discussion ensued. Robert also introduced the creation of an International Scorecard for better tracking in the next fiscal year.

B. Meeting Planner Survey

Robert Row provided an update regarding the Meeting Planner Survey data collection process and when results can be expected. The questions were provided to the committee for review, discussion ensued.

C. Reports Dashboard Update

Mark McMinn discussed updates from the Reporting & Data Task Force meeting on February 23rd and the introduced the new Group Sales & Services infograph. The Booking Verification report was also reviewed and discussed by the group.

D. Sales & Marketing Plan Formation

Mark presented the 2017-2018 strategic objectives for the Group Sales, Tour & Travel and Strategic Client Services teams. Metrics and how to achieve them were presented to the group for review and recommendation.

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

MINUTES

E. Date Change for May Meeting

A schedule conflict for the May meeting date was presented and the committee recommended an alternate date of May 8, 2017.

GOOD OF THE ORDER

Nancy Williams provided an update on the MCC construction noting drywall has arrived and windows have been installed. Looking at a mid-summer completion date and have reached out to upcoming groups affected by the delay.

ADJOURN: The meeting adjourned at 4:59pm.

Next Meeting
Monday, May 8th | 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.

MONTEREY

Grab life by the moments:

Marketing Communications

February 2017

Social engagements continue to skyrocket with an increase in followers of +20% across all channels YOY. Similarly, website traffic continues to climb. All of this can be attributed to our continued content marketing programs. The communications team has 1,230 media placements- including the New York Times, MSN Australia, Smart Meetings and the LA Times- and hit over 4 million impressions this month alone.

4.1

Communication Effectiveness

Mid Year 2016-2017
Score

SOCIAL ENGAGEMENT YTD



18,157
Followers

+24% YOY



103,411
Fans

+24% YOY



13,935
Followers

+112% YOY



408,735
Engagements

+27% YOY

The MCCVB earned 50,465 social engagements in February and reached 76% of the annual goal YTD

WEBSITE PERFORMANCE

1,136,297 unique visitors

+10% YOY

66% of Goal



- 52,575 contacts in database
- 198,659 referrals to partners YTD
- 2,731,262 page views YTD
- 832 room nights booked on web

ADVERTISING EQUIVALENCY

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

- 215 Group/Industry
- 190 California
- 237 International
- 40 Monterey County
- 113 National Lifestyle
- 435 Top states driving domestic visitation

1230 TOTAL
PLACEMENTS

\$22,185,635
overall
earned
media



38% of Annual
Goal

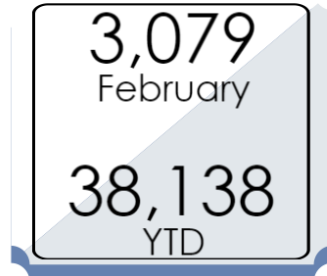
\$16,952,035
in targeted
earned
media YTD

4,281,928,593 in PR impressions

Group Sales & Services Report

February 2017

Total Group Room Nights



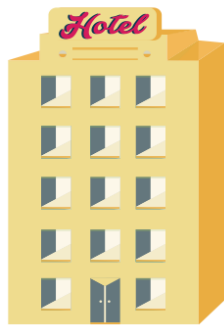
42% of Annual Goal

In February the CVB partnered with the MCC to host 7 clients for a FAM and hard hat tour of the new facility.

Leisure Sales Executive David Cater promoted Monterey County at the Go West Summit, NTA Travel Exchange and NAJ Receptive Operator Summit.

The CVB sponsored a table at the MPISSN Crab Feed in Sacramento which has already garnered 4,551 lead room nights.

The Sales & Services team continued their work in the 7 Habits of Highly Effective People completing chapters 1-3.



Hotel Lead
Response Rate:
79%
YTD

Pace Report Growth



Pace Report is under construction as we re-evaluate how we look at our Pace Report Growth.

Group RevPAR

*RevPAR is Revenue Per Available Room Night

	Jan	YTD
★ MONTEREY	-0.8	-3.8
Lake Tahoe	-4.6	-5.2
Santa Barbra	16.4	27.8
San Jose	-14.3	-0.1
Napa Valley	3.9	1.2

	Jan	YTD
Palm Springs	16.5	21.4
San Diego	2.8	11.3
San Francisco	10.8	-8.4
Newport Beach	7.9	5.4
Sonoma County	10.8	2.2

Total Demand

27,221 Lead Room Nights February

229,018 Lead Room Nights YTD

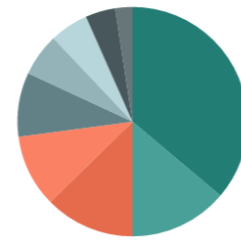
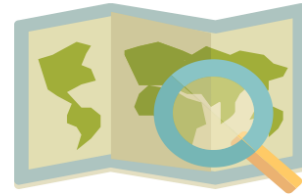
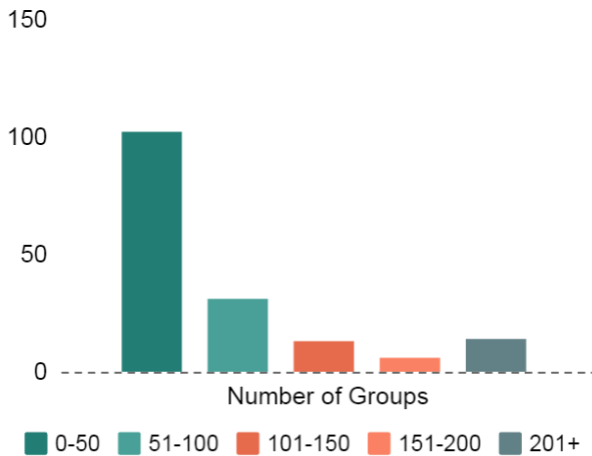
New Business Bookings

1,410 Room Nights February

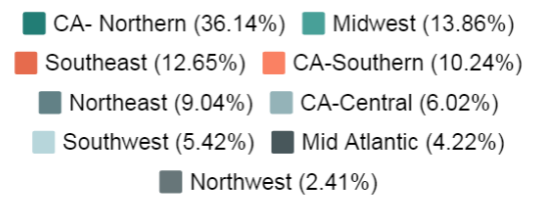
22,408 Room Nights YTD



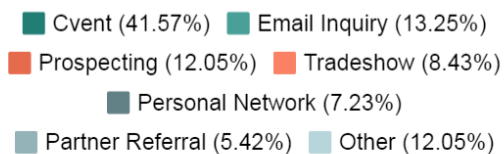
Peak Room Nights



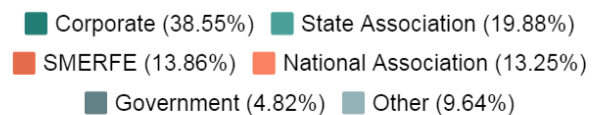
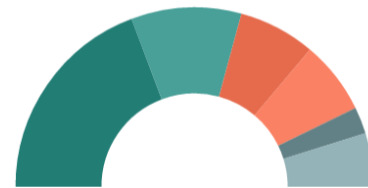
Booking Region



Top Prospect Sources



Top 5 Market Segments



Top 5 Tradeshow ROI



- 15,933 Lead RN ASAE Annual
- 8,776 Lead RN IMEX
- 8,287 Lead RN Assn Forum Holiday Showcase
- 7,726 Lead RN CalSAE Seasonal
- 5,655 Lead RN LA/OC Client Event

Booking Verification Q1/Q2
 52% CVB Originated
 42% CVB Assisted
 6% Unverified
 66% Hotel Average of
 bookings sourced
 through MCCVB

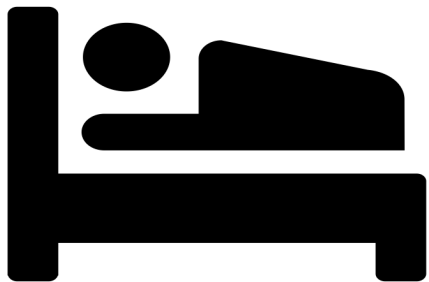
Visitor Services Report

February 2017

The Visitor Services team's primary focus is to extend visitor stays and this month the team Influenced 77% of the visitors at the Monterey Visitors Center to stay longer, resulting in \$1,831,833 in economic impact.

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

ROOM NIGHTS INFLUENCED



5,501 February

62,537 YTD

VISITOR INQUIRIES

4,506 Visitor Engagements February

67,307 Visitor Engagements YTD



VISITOR DEMOGRAPHICS_{YTD}



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

Funding Jurisdiction Membership Benefits

Overview

The Monterey County Convention and Visitors Bureau (MCCVB) is the official destination marketing organization for Monterey County that exists to grow the tourism economy for our destination. The MCCVB is a partnership of the hospitality community, Monterey County and the cities of Monterey, Carmel-by-the-Sea, Seaside, Marina, Salinas, and Pacific Grove. The mission of the MCCVB is to drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests, members and community. The MCCVB Board of Directors oversees the plans, progress and finances of the MCCVB and is the City of Monterey's MCTID Advisory Board.

The MCCVB is funded through jurisdiction investments, Tourism Improvement District (TID) assessments, memberships, and other private revenues. The combined funds are used to execute a robust regional tourism sales and marketing program for Monterey County. A complete business plan and annual report are produced annually for the combined budget.

Jurisdiction Memberships are calculated as a formula of the previous year's actual TOT collections. The City of Monterey and Monterey County invest 6% of the total TOT collections; all other jurisdictions with lodging facilities invest 3%.

Benefits

Funding Jurisdiction Members receive inclusion in all regional sales, marketing and communications programs including:

- Ability for non-TID paying businesses to join MCCVB as members and participate in MCCVB programming
- Inclusion in advertising, co-op and advertorial opportunities for jurisdiction events, points of interest and MCCVB business members in the jurisdiction
- Inclusion of the jurisdiction and its points of interest in MCCVB collateral and maps
- Inclusion of the jurisdiction, its events, lodging properties and points of interest on www.seemonterey.com
- Representation in travel trade and meeting markets trade shows and sales missions
- Promotion of jurisdiction, city events and all members within the jurisdiction at the Monterey Visitor Center
- Representation in media relations programs including but not limited to press releases, media missions, media visits, pitches, and Satellite Media Tours (SMT)
- Inclusion in strategic planning discussions and consultations
- Inclusion of jurisdiction name in MCCVB publications
- Inclusion of jurisdiction name in customer and member communications including newsletters and reports for customer groups and stakeholders
- Opportunities to participate in MCCVB committees and task forces
- Representation on the MCCVB Board of Directors and Advisors
- Access to and inclusion in MCCVB's media library
- MCCVB team participation in jurisdiction special projects as appropriate
- Inclusion in staff Familiarization (FAM) tours when appropriate
- Amplification of jurisdiction, member businesses, and events on MCCVB social networks and digital platforms

Expectations

Funding Jurisdiction Members are asked to provide the following:

- Attendance and active participation in the MCCVB Board, committees and other events as needed
- Collaborate with the MCCVB, other jurisdictions and tourism related businesses within the jurisdiction
- A constant conduit of information and collaboration between and among the jurisdiction and the MCCVB

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
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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
Tues	4-11	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

Mon	5-8	3:30 PM – 5:00 PM	Sales Committee	MCCVB
Tues	5-9	10:00 AM – 12:00 PM	Budget Workshop	MCCVB
Tues	5-9	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	5-24	3:00 PM – 5:00 PM	BOD	Portola Hotel & Spa
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
Tues	6-6	11:30 AM – 1:30 PM	Executive Committee	MCCVB
Fri	6-9	3:30 PM – 5:00 PM	Nominating Committee	MCCVB
Wed	6-28	3:00 PM – 5:00 PM	Annual Meeting of the Board	Hyatt Regency Monterey