

Minutes

Board of Directors Meeting

Wednesday, January 27, 2016 | 12:00 PM – 5:00 PM

Asilomar Conference Grounds | 800 Asilomar Avenue, Pacific Grove, CA 93950

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

CALL TO ORDER: Rick Aldinger called the meeting to order at 12:14 PM

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS

Tammy Blount gave an update on recent staff changes. She also noted all mid-year targets were reached or exceeded and that the 2016 Visitors Guide is hot off the press.

Scott Wilson, Rob O'Keefe and Jennifer Johnson presented departmental achievements for Sales, Marketing and Visitor Services.

Rick asked all members to complete and return New 700 form to MCCVB. Rick announced that Tom Frutchey and Lisa Dias were leaving their current positions and thanked them for their service as they will no longer be on the board.

CONSENT AGENDA: Motion to Approve Consent Agenda, M/S/C, Mike Oprish/Ed Smith/Unanimous

REGULAR AGENDA

NEW BUSINESS

A. Mid-Year Financial Review

Paul Martin reviewed the mid-year financial statements.

Motion to approve the 2015-16 Mid-year Financial Reports as presented, M/S/C, Bob Buescher/Joy Anderson/Unanimous

B. Revised 2015-16 Financial Forecast/Incremental Spending Plan

Tammy noted that the Executive, Sales, Marketing and Finance Committees had all vetted the Forecast and Incremental Spending Plan.

The 2015-16 mid-year Financial Forecast revenues and major expenditures were reviewed.

Motion to approve the Revised 2015-16 Financial Forecast/Incremental Spending Plan as presented, M/S/C, Steve McNally/Bob Buescher /Motion Retracted.

Janine Chicourrat asked if a vote could be made on all aspects of the plan or by each section, noting that due to a conflict of interest, she would have to abstain from voting to approve the Group Marketing portion of the plan. Janine had questions regarding the TID revenue forecast. Discussion ensued. It was decided that each department forecast changes would be voted on separately; that revenues received would be closely monitored by the Controller and Treasurer, and that staff would report back any significant variances and adjust spending in a timely manner. **Motion to approve the Revised 2015-16 Incremental Spending Plan for Marketing as presented M/S/C, Mairead Hennessy/Bob Buescher/Unanimous**

Motion to approve the Revised 2015-16 Incremental Spending Plan for Sales as presented M/S/C, Mimi Hahn/Mike Oprish/Unanimous with abstention from Janine Chicourrat

Motion to approve the Revised 2015-16 Incremental Spending Plan for Membership, Visitor Services and Administration as presented M/S/C, Mairead Hennessey/Joy Anderson/Unanimous

Motion to approve the Revised 2015-16 Financial Forecast for Revenues M/S/C, Mimi Hahn/Joy Anderson/Unanimous

C. Strategic Planning Discussion

Tammy introduced the Destination Next and Strategic Planning facilitator Paul Ouimet. Paul reviewed the research and process leading up to the creation of the Destination Next (DNNext) diagnostic tool including the top trends and transformational opportunities identified by the DNNext study. Destination issues and potential MCCVB actions were discussed.

The board reviewed and discussed the current Vision, Mission, Core Values and Strategic Objectives. The members agreed that the vision and mission statements should be adjusted and to consider new wording at a future meeting.. The board agreed that the Core Values remain relevant and do not need to be changed. Staff will bring back a proposed draft of the revisions discussed as part of the Business Plan discussion in April.

There was discussion on the relevancy of the current Strategic Objectives.

It was agreed that the goals will include a rolling three year outlook in the next Business Plan.

GOOD OF THE ORDER: None

Rick Aldinger adjourned the meeting at 5:01 PM.

Certified by Secretary: _____ Date: _____

NEXT MEETING:

March 23, 2016 | Board of Directors
2:00 PM – 5:00 PM – Corral De Tierra