

Minutes

Board of Directors Meeting

Wednesday, March 23, 2016 | 2:00 PM – 5:00 PM

Corral de Tierra | 81 Corral de Tierra Road, Corral de Tierra, CA 93908

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

CALL TO ORDER: Rick Aldinger called the meeting to order at 2:03 PM

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS

Tammy Blount announced the new and improved website was launched on 3/10/16. A new Monterey Conference Center ad will be made public in April. The 2016 spring campaign, Miles of Moments, will be launched on Friday, 3/25 and will include “Miles of Moments Sweepstakes”. Members have been notified that Board applications are available. Tammy announced the MCCVB has recently received three awards. The Visit California Poppy award is given out every two years to industry members both public and private. MCCVB won for Best Digital Campaign. The second award was received from Fired Up! Culture which is a consulting firm the CVB works with in creating and improving the working culture of the organization by listening to input from the employees. This is the first ever award given by Fired Up! Culture and the MCCVB was the first organization to receive the award **2015 Organization of the Year** for year over year improvement in employee engagement. The third award was given by Cal Travel to one of our staff, Allyson Ryan. She was recognized as one of only 15 Superstars in California. The CalTravel 30 & Under award recognizes “Young Professionals who are change-makers, leaning in, and using their skills and experiences to make a difference in the Tourism Industry.”

Rick reminded members to return the 2015 700 form to MCCVB if they haven’t already haven’t done so. He announced Joy Anderson has submitted her resignation from the Board of Directors effective immediately.

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

REGULAR AGENDA
NEW BUSINESS

A. TAMC Presentations

Ariana Green, Holman Hwy 68 Roundabout Public Outreach Manager/Associate Transportation Planner and Theresa Wright, Community Outreach Coordinator, Transportation Agency for Monterey County gave presentations on the status of the Highway 68 Roundabout project and the TAMC Transportation Investment Plan.

B. January and February 2016 Financials

Paul Martin reviewed the January February 2016 Financials.

Motion to approve the February 2016 Financials as presented, M/S/C, Bob Buescher/Steve McNally/Unanimous

C. Tourism Improvement District

Paul Martin reported on update of the San Diego Tourism Marketing District lawsuit. Tammy noted it will be about two years before a final ruling is determined on the impact for TIDs. There are 95 TMDs in California that generate \$230 million dollars.

D. MCCVB Mission and Vision

Following up on the discussions from the January Board of Directors meeting, Rick reviewed the draft of the revised mission and vision statements and noted the work staff put into the research. There was discussion on the MCCVB mission and vision statements.

Motion to keep the MCCVB Mission and Vision as is, M/S/C, Steve McNally/Janine Chicourrat/Unanimous

E. Committee updates

Bob Buescher gave an update on the Marketing Committee noting the launch of the new web site.

Steve McNally reported on the Finance Committee and Compensation Committee meetings. They are watching for any changes to revenues; do not see any fall-out yet.

The Compensation Committee reviewed changes to the team handbook and standards of conduct policies and recommended changing the HR compliance audit frequency to bi – annually.

Carol Chorbajian reported on the Community Relations Committee meeting. The new Marina Marriott Springhill Suites is scheduled to open in May/June. Tammy added that MCCVB staff did mid-year presentations to the city councils of Carmel, Marina, and Pacific Grove in March. Mid-year presentations are scheduled for the cities of Monterey, Salinas, and Seaside the third week of April. Rick and Mayor Rubio reported that the new In-N-Out restaurant opened to huge crowds.

Mairead Hennessey reported on the Nominating and Sales Committees. The Nominating Committee is looking forward to bringing a fresh voice to the board with potential new board members. The Nominating Committee will meet in May to review candidates, conduct interviews, and prepare a recommended slate for the Board to consider at June's meeting

The Sales Committee is doing an exceptional job responding to CVB leads. The Committee agreed the Customer Advisory Board is important, but does not need to meet in the 2016-2017 fiscal year; however, the board will be kept updated on issues as needed. They also discussed proposed 2016-17 Trade Show schedule.

Rick reported on the Executive Committee meeting. They reviewed minor issues from the annual HR compliance audit that are being addressed. The Committee recommended the HR compliance audit be conducted bi-annually and the employee engagement survey annually.

GOOD OF THE ORDER: None

Rick adjourned the meeting at 3:48 PM.

Certified by Secretary: _____ Date: _____

NEXT MEETING:

April 27, 2016 | Board of Directors Quarterly Forum/Strategic Review
1:00 PM – 5:00 PM – Embassy Suites