

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