

Board of Directors Meeting

Wednesday, April 26, 2017 | 2:00 PM – 5:00 PM

The Lodge at Pebble Beach | 1700 17 Mile Drive, Pebble Beach, CA

DIRECTORS BOARD

PRESENT

Diane Mandeville
Julie Weaver
Janine Chicourrat
Bob Buescher
Mary Adams
Mimi Hahn
René Boskoff
Rick Aldinger
Steve McNally
Tony Tollner

ADVISORS

PRESENT

Amrish Patel
Carol Chorbajian
Dave Spaur
Doug Phillips
Mike La Pier
Norm Groot
Sean Panchel

ALL ABSENT

Bobby Richards
Ed Smith
Hans Uslar
Kim Stemler
Kimbley Craig
Marilyn Lidyoff
Ralph Rubio
Susan Breen
Thomas Becker
Troy Kingshaven

STAFF PRESENT

Alliah Sheta
Jennifer Johnson
Keith Turner
Kelly Gonzalez
Mark McMinn
Rob O'Keefe
Tammy Blount

GUESTS

Nancy Williams
Gary Cursio

CALL TO ORDER: Bob Buescher called the meeting to order at 2:04pm.

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS

Tammy Blount updated the board on recent Council presentations. In addition staff recently met with Supervisor Salinas and Supervisor Parker regarding the DSA partnership agreement. She also discussed the presentation with the Monterey Fisherman's Flats Neighborhood Association. Due to an unforeseen circumstance the City of Pacific Grove Council has rescheduled their presentation to June 21, 2017. The Carmel-by-the-Sea presentation is scheduled for Monday, 5/1/17. The TID hearing is scheduled for Tuesday, 5/2/17, at the City of Monterey at 7:00pm. The MCCVB Budget Workshops are scheduled for Tuesday, 5/9, 10:00am-12:00pm, and Thursday, 5/11, 2:30-4:30pm at the MCCVB. The board is asked to RSVP to one of the meetings if they haven't already done so. The Monterey County Budget hearings are scheduled for 6/5/17 and 6/6/17.

Bob reminded everyone the MCCVB is accepting applications for the 2017-2018 Board of Directors. Deadline to receive applications is next Friday, May 5th, 2017. Todd Kruper has submitted his resignation as an advisor. He is relocating to Humboldt County.

Rick Aldinger gave an update on Big Sur. The Pfeiffer Canyon Bridge is still scheduled to open mid to late September. Caltrans has not given an expected opening date yet for the area south of the Pfeiffer Canyon Bridge. Post Ranch is flying guests in via helicopter and providing them with a car to allow them to visit Nepenthe and the Coast Gallery. Businesses and services north of the Pfeiffer Canyon Bridge are open. The Pfeiffer Canyon Trail is open for resident and employee use only at this time. Rick thanked Supervisor Adams and her staff for the assistance they have given towards the recovery of the Big Sur Area.

Bob thanked Julie Weaver for hosting today's board meeting.

CONSENT AGENDA

Motion to Approve Consent Agenda

M/S/C: Mary Adams/Julie Weaver/Unanimous

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

REGULAR AGENDA

A. Presentation

Mike LaPier with the Monterey Peninsula Airport gave a presentation on the future plans for the airport and the 20-year Master Plan. American Airlines is considering adding a nonstop route to Dallas, Texas possibly as soon as the first quarter of 2018.

OLD BUSINESS

A. Monterey Conference Center

Tammy gave an overview of the recent Sales Committee meetings and recapped discussions around the MCC. She also presented the joint goals for the next four years. Discussion ensued. Doug Phillips and Nancy Williams gave an update on the recent Monterey Conference Center meeting planners FAM. They also mentioned the opening date could be late August to September. The MCC has been fortunate to have been able to relocate groups to other locations within Monterey. Doug invited the BOD to come to one of the weekly hard hat tours that takes place on Tuesday mornings at 11:15am.

NEW BUSINESS

A. March 2017 Financials

Paul Martin gave an overview of the March 2017 Financials.

Motion to approve the March 2017 financials as presented M/S/C: Mary Adams/Tony Tollner/Unanimous

B. Big Sur Recovery Campaign

Rob O'Keefe proposed the plans to promote Big Sur during and after the current accessibility crisis.

Motion to approve Big Sur Campaign Funding as presented to support the Big Sur Recovery Initiative.

M/S/C: Renè Boskoff/Julie Weaver/with Rick Aldinger abstaining/Unanimous

C. Executive and Compensation Committees

Bob informed the board that Mairead Hennessey has relocated to San Diego, creating three vacancies: a lodging member of the Board, Chair of the Compensation Committee, and the office of Secretary. This Board vacancy can officially be filled as part of the normal nominating process for the next fiscal year, but for the remainder of this year the committee chair and officer positions need a temporary fill. Mimi Hahn has agreed to serve as Secretary, and has held this role in past years. Bob agreed to chair the remainder of the Compensation Committee meetings, as any remaining meetings will be held jointly with the Executive Committee. The lodging vacancy will remain vacant until the new board members are appointed at the June Board meeting.

Motion to Appoint Mimi Hahn as Secretary and Bob Buescher as Compensation Committee chair for the remainder of the 2016-17 fiscal year.

M/S/C: Diane Mandeville/Julie Weaver/with Mimi Hahn and Bob Buescher abstaining/Unanimous

D. TID Oversight Committee

Steve McNally introduced the subject of the TID Oversight Committee. The subject was continued to the May meeting.

E. County Grant Application

Tammy informed the board of the request from Monterey County for a letter of support for their grant application to the FHWA Federal Lands Access Program. The funds received from this grant will be applied to the repair of Palo Colorado Road, Carmel Valley Road, Tassajara Road, Los Burros Road, and Coast Road. Tammy explained that this is not

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a political position, and the funds are important for the repair and recovery of the Big Sur area. The MCCVB receives requests of this nature periodically and recently received a request for a grant support letter from TAMC.

Motion to submit grant application support letters to agencies for road repairs and tourism related projects

M/S/C: Tony Tollner/Steve McNally/with Janine Chicourrat, Mary Adams and René Boskoff abstaining/Unanimous

2017-18 Business Plan Development

Rob O’Keefe reviewed the subjects previously discussed that inform development of the 2017-18 Business Plan. He recapped the discussions about strategic priorities, media relations; the definition of the market share and measurement evolution; the business development sales strategy and aligning marketing and group sales marketing efforts, international strategy. There was consensus that the directives previously discussed were the foundation needed for the budget and business plan.

GOOD OF THE ORDER: None

ADJOURN: Bob Buescher adjourned the meeting at 4:29 pm.

NEXT MEETING:

May 9, 2017

Budget workshop

10 AM – 12 PM

May 11, 2017

Budget workshop

2:30 PM – 4:30 PM

May 24, 2017

Board of Directors Meeting

Portola Hotel & Spa

3:00 PM – 5:00 PM

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MINUTES

Special Sales Committee Meeting
Monday, May 8, 2017 | 3:30PM- 5:00PM
MCCVB Conference Room

Committee Members Present

Heidi Bettencourt Cathy Faber
Andrea Ferrara Tim Kessler
David Lambert Safarina Maluki
Timothy McGill Steve McNally
Julie Weaver Todd Wessing
Nancy Williams Doug Phillips

Staff Present

Tammy Blount
Mark McMinn
Rob O'Keefe
Marissa Reader

Public

Janine Chicourrat
Monty Deemer
Hans Uslar

Absent

Lydia Bates
Gretchen Baldwin
Terri D'Ayon Joyce
Rodney Morrow
Chase Ramirez
Chris Whitman

CALL TO ORDER: Steve McNally called the meeting to order at 3:01pm.

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS: None

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

Todd Wessing and Tim Kessler arrived at 3:32pm.

REGULAR AGENDA

NEW BUSINESS

A. Meeting Planner Survey

Rob O'Keefe presented a topline overview of the meeting planner survey results. A deeper dive to be presented to the group in future meetings. Discussion ensued.

Janine Chicourrat arrived at 3:37pm.

B. Business Plan Development and Deployment

Mark McMinn presented the 2017-2018 business plan and goals to the group for review and recommendation. Changes to the sales deployment map were also presented and discussed by the group.

Julie Weaver arrived at 3:44pm.

C. Reports Dashboard Update

Mark McMinn presented the Group Sales & Services infograph, booking verification and new pace report to the group. Modifications to the pace report upcoming once goals are approved by the board. Discussion ensued.

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MINUTES



GOOD OF THE ORDER

Timothy McGill announced the promotion of Enos Esquivel to General Manager at Asilomar Conference Grounds.

ADJOURN: The meeting adjourned at 4:58pm.

Next Meeting
July TBD, 2017 | 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:

Group Sales & Services Report

April 2017

Total Group Room Nights



56% of Annual Goal

April was a busy, busy month!

We participated in in-market Sales Calls, a road show for Meetings Mean Business, In-Market Client Events, a couple of Tradeshows, many Client Site Visits, a fantastic PBFW FAM, productive Team Sales & Services Meetings and more! WHEW! We all worked hard this month! Monterey County is being served up front and center to potential business meeting industry professionals!



Hotel Lead Response Rate:

77%
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

	April	FYTD
★ MONTEREY	-18.4	-3.6
South Lake Tahoe	-35.7	-12.6
Santa Barbara	21.5	25.1
San Jose	-18.5	-4.8
Napa Valley	-14.8	3.1

	April	FYTD
Palm Springs	6.2	11.6
San Diego	-12.9	9.8
San Francisco	-15.4	-10.4
Newport Beach	3.8	7.7
Sonoma County	-26.2	-1.6

Total Demand

27,574 Lead Room Nights April

283,414 Lead Room Nights YTD

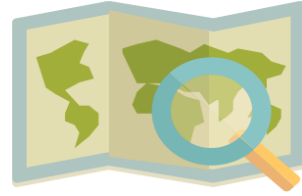
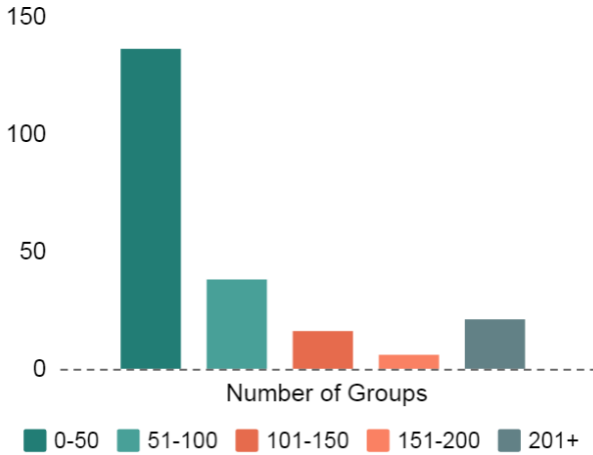
New Business Bookings

1,579 Room Nights April

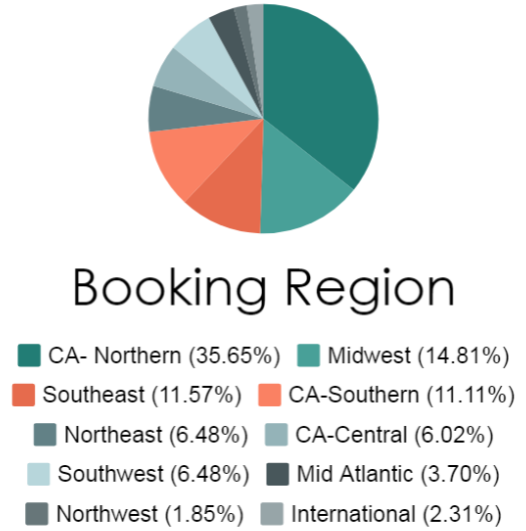
26,435 Room Nights YTD



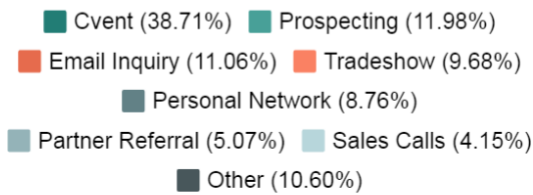
Peak Room Nights



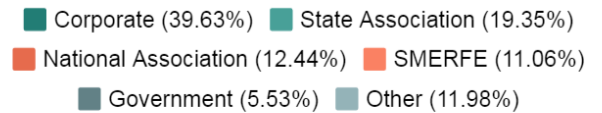
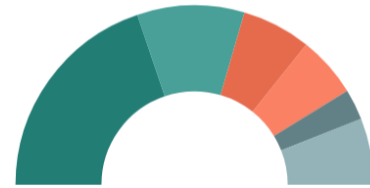
Booking Region



Top Prospect Sources



Top 5 Market Segments



Top 5 Tradeshow ROI



- 21,454 Lead RN ASAE Annual
- 9,458 Lead RN IMEX
- 9,352 Lead RN Assn Forum Holiday Showcase
- 8,421 Lead RN CalSAE Seasonal
- 5,939 Lead RN LA/OC Client Event

Top Lost Business Reasons

Chose Other Location
 Cancelled Meeting
 Room Rate Too High
 Board Preference
 Changed Requirements
 Competing Destination Incentive
 Accessibility
 Proximity

MONTEREY

Grab life by the moments:

Marketing Communications

April 2017

This month the Marketing Communications team showcased Monterey County's world-class food and wine and inspired future travel by amplifying the 10th annual Pebble Beach Food & Wine events and leveraged two chefs to do Instagram takeovers during the events. We also launched a sweepstakes to spread the word about the Summer of Love and received over 4k entries in just under two weeks! We deployed an eblast campaign featuring the Monterey Conference Center targeting Meeting Planners which performed 251% above industry standards. Additionally, the team hosted several successful FAMs, reported over \$4M in learned media and gained placements in Seattle Times, SF Gate and Forbes.com

4.1

Communication Effectiveness

Mid Year 2016-2017 Score

SOCIAL ENGAGEMENT YTD



18,768 Followers

+24% YOY



106,428 Fans

+19% YOY



16,207 Followers

+97% YOY



525,407 Engagements

+22% YOY

The MCCVB earned 59,911 social engagements in April and reached 97% of the annual goal YTD

WEBSITE PERFORMANCE

1,422,184 unique visitors

+0.6% YOY

83% of Goal



- 52,474 contacts in database
- 270,728 referrals to partners YTD
- 3,368,482 page views YTD
- 1,079 room nights booked on web

ADVERTISING EQUIVALENCY

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

- 224 Group/Industry
- 210 California
- 394 International
- 49 Monterey County
- 152 National Lifestyle
- 470 Top states driving domestic visitation

1,499 TOTAL PLACEMENTS

\$28,199,873 overall earned media



\$22,497,060 in targeted earned media YTD

4,880,261,692 in PR impressions

MONTEREY

Grab life by the moments:

Visitor Services

April 2017

The Visitor Services team's primary focus is to extend visitor stays and this month the team influenced 63% of the Monterey Visitors Center walk-ins to stay longer, resulting in \$2,682,981 in economic impact.

ROOM NIGHTS INFLUENCED



8,057 April

76,969 YTD

"Make this your first stop in Monterey.
First stop we made when arriving in Monterey was right here. Slow day, but two hosts supplied information, brochures and travel tips. On of the best info centers I have visited. Their help made our two weeks more successful. Bravo for Monterey!"

-Newsboymac from Roseville, CA on TripAdvisor

VISITOR INQUIRIES

7,813 Visitor Engagements April

81,597 Visitor Engagements YTD



VISITOR DEMOGRAPHICS & INTERESTS YTD



Canada | Germany | Australia | United Kingdom | France



Attractions & Activities (30.30%) | Food & Wine (25.25%)
Places to Stay (25.25%) | Local Events (6.06%)
Sports & Recreation (5.05%) | Arts & Culture (8.08%)

MONTEREY

Grab life by the moments:

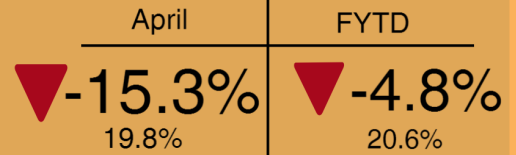
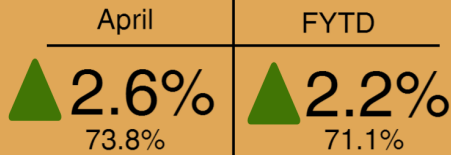
Smith Travel Research Year over Year Performance Report

April 2017

Overall

Group

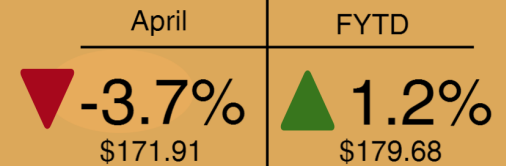
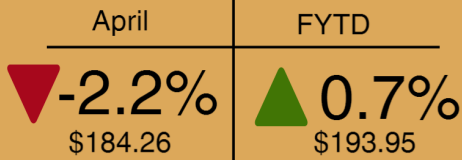
Occupancy



FYTD Compset Growth Ranking: 3 2016 3 2017

FYTD Compset Growth Ranking: 4 2016 7 2017

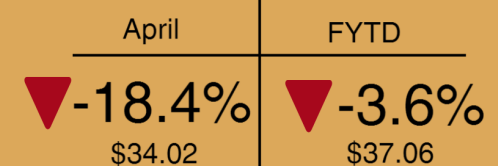
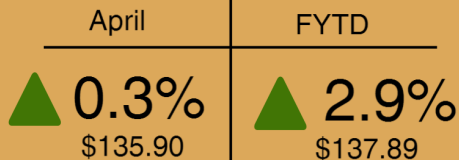
ADR



FYTD Compset Growth Ranking: 5 2016 10 2017

FYTD Compset Growth Ranking: 5 2016 10 2017

RevPAR



FYTD Compset Growth Ranking: 5 2016 8 2017

FYTD Compset Growth Ranking: 3 2016 8 2017

FYTD = Fiscal Year to Date July - April

Monterey County Competitive Set

Laguna Beach

Napa County

Newport Beach

Palm Springs

San Diego

San Francisco

San Jose-Santa Cruz

Santa Barbara

Sonoma County

South Lake Tahoe

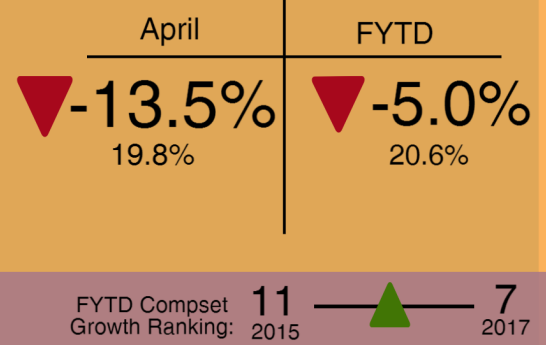
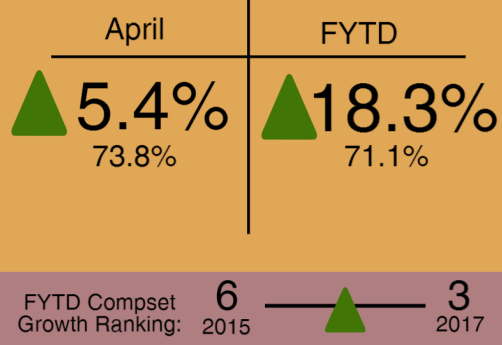
Smith Travel Research 2014-2017
Performance Report

April 2017

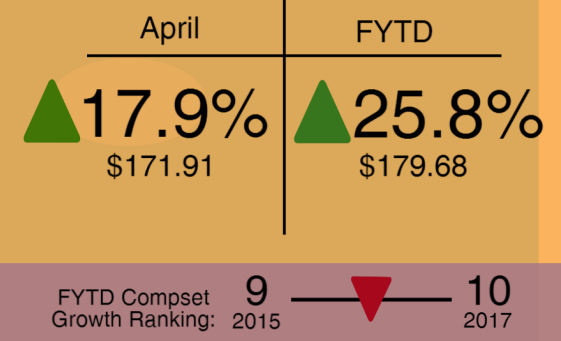
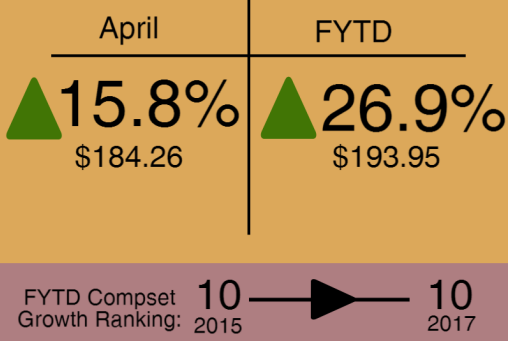
Overall

Group

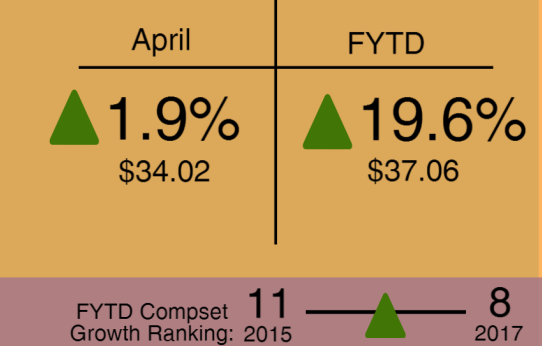
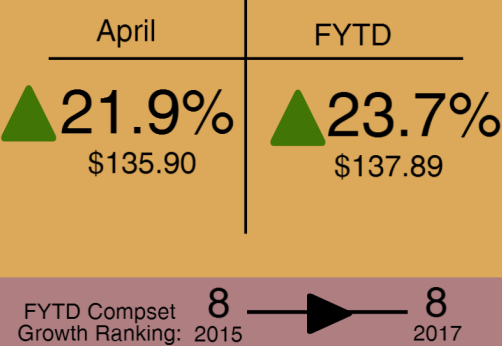
Occupancy



ADR



RevPAR



FYTD = Fiscal Year to Date July - April

Monterey County
Competitive Set

- Laguna Beach
- Napa County
- Newport Beach
- Palm Springs
- San Diego
- San Francisco
- San Jose-Santa Cruz
- Santa Barbara
- Sonoma County
- South Lake Tahoe