

MINUTES

Board of Directors

Thursday January 25, 2024 | 3:30PM – 5:00PM

Monterey Conference Center – Colton Room

1 Portola Plaza Monterey, CA 93940

Amris Patel called the meeting to order at 3:32pm.

PUBLIC COMMENT None.

STAFF ANNOUNCEMENTS Rob provided updates including:

- Staff promotions [Leslie Chavez and Alyssa Rendon from Managers to Directors] and new hire Maggie Baron
- A dozen or so awards that businesses in our destination have won
- The Monterey Regional Airport work to increase lift [Chicago]
- The organization's relocation plan process
- USTA's Travel Forecast including projections by Tourism Economics for the domestic and international markets.
- The County of Monterey's Development Set Aside Investment including recent the Economic Development Committee's formation of an Ad Hoc Task Force and upcoming meetings and presentations.
- Recognition of Rick Aldinger [former long time Board member] and Paul Martin, Vice President of Finance's retirements.

CONSENT AGENDA

A. Minutes of the Board Workshop meeting on December 8, 2023

B. FY2023-24 Mid-Year Results Reports

C. Mid-Year (December 2023) Financial Statements

D. FY2023-24 Board and Committee Meeting Schedule and Committee Rosters

Norm Groot noted corrections needed to the December minutes including the time of the meeting and the attendance record [he was there.] There was a motion to approve the Consent Agenda with the corrections to the minutes as noted. M/S. John Turner / Janine Chicourrat. The motion carried unanimously.

REGULAR AGENDA

A. Board Workshop Follow Up

Jennifer recapped the Bylaw revisions proposed including the 'Doing Business As' name change from MCCVB to See Monterey, the address of the organization, and the addition of the MCTID Oversight Committee Chair to the Executive Committee. There was discussion regarding quorum or vote issues that are a potential occurrence when you have an even number of people on a committee. There was agreement that six members on the Executive Committee was ok.

There was a motion to approve the Bylaw changes as presented. M/S Amy Herzog/Chris Sommers. The motion carried unanimously.

Jennifer provided a recap of the Jurisdiction Investment Partnership seats on the Board noting that the cities of Soledad and King City have nominated Kelly Green, Owner/Operator of Hestia Coffee as the South County representative to the Board. Everyone at the December Workshop was able to meet and interact with Kelly.

There was a motion to elect Kelly Green to a Directors term ending 6/30/2025. M/S Kimbley Craig/Kirk Gafill. The motion carried unanimously. Mary welcomed Kelly noting how inclusive the Board has become over the years.

B. See Monterey FY2023-24 Business Plan Update

Rob reviewed progress of FY2023-24 Business Plan including initiatives implemented, mid-year results and special activities including Big Sur messaging and the regional icon input survey. Lindsey noted that the PR Coverage and Earned Media goals have been exceeded and explained the revised recommendation. She also provided a brief snapshot of the just received mid-year Marketing Impact Study [by SMARI] noting more than 567k ad-influenced trips from the 'Find Your Way Here' campaign. Teresa recapped the Business Development team's results noting unfavorable market conditions and destination-wide reporting showing leads are down. She noted the Sales Committee's review and support of the recommended year end goal reduction to 600 leads.

C. FY2023-24 Budget Reforecast

Staff reviewed the FY2023-24 Budget Reforecast and variances to the original budget as follows:

- TID revenues ramped up slower than expected with the new rates;
- A delay in contracts and receivables from the City and County of Monterey caused a pause in spending due to cash flow challenges in August/September;
- Later than planned position fulfillment and leaves of absence created \$260k savings in talent;
- The fall 'pull-back' and agency agreement changes [fees and commissions redesigned for more control] resulted in less expense in Marketing Communications;
- Business Development savings resulted from reduced client engagement activity for PBFW and postponing the Client Advisory Board meeting to next fiscal year;
- Corrections to Annual Meeting budget and redirecting budget to marketing for the strategic plan update resulted in savings for Community Relations;
- Additional recruitment costs and relocation budget resulted in administrative expense forecast exceeding previous budget.

There was a motion to approve the FY2023-24 Reforecast Budget. M/S Kirk Gafill / Janine Chicourrat. The motion carried unanimously.

D. Strategic Roadmap

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1	John Turner	X
2	Fady Hanna	
3	Kevin Ellis	X
4	Kirk Gafill	X
5	Donna Langley	
6	Stefan Lorch	
7	Amy Herzog	X
8	Kimbley Craig	X
9	Janine Chicourrat	X
10	Mary Adams	X
11	Ed Smith	X
12	Barry Toepke	X
13	Erik Uppman	X
14	Bina Patel	
15	Chris Sommers	X
16	Amrish Patel	X
17	Teri Owens	
18	Sylvain Briens	X
19	Kelly Green (nominated for South County)	X
	ADVISORS	
1	Carol Chorbajian	
2	Kim Stemler	
3	Paula Joy MacNab	X
4	Mike La Pier	
5	Tonya Hufford	X
6	Jacquie Atchison	
7	Norm Groot	X
8	Hans Uslar	X
9	Lisbeth Visscher	X
10	Sean Panchal	
11	Mike LaBarre	
12	Anna Velazquez	
13	David Lurie	X
14	Erin Sollecito	X
15	Dana Allen-Greil	X
	Staff present	
	Rob O'Keefe, Jennifer Johnson, Ariana Markovitch, Lindsey Stevens, Teresa Savage, Joan Lucido, Leslie Chavez, Maggie Baron	