

# MINUTES

Board of Directors Regular Meeting  
Wednesday, March 28, 2018 | 2:00 PM - 5:00 PM  
Monterey Bay Aquarium | 886 Cannery Row Monterey, CA 93940

## DIRECTORS PRESENT

Bob Buescher  
Brad Shupe  
Diane Mandeville  
Janine Chicourrat  
John Lloyd  
John Turner  
Mary Adams  
Mimi Hahn  
Tony Tollner  
Amrish Patel  
Tim Kessler  
Rick Aldinger

## ADVISORS PRESENT

Carol Chorbajian  
Dave Spaur  
Jacquie Atchison  
Jennifer Fahselt  
Kim Stemler  
Marilyn Lidyoff  
Sean Panchal

## ALL ABSENT

Ed Smith  
Julie Weaver  
Steve Dallas  
Doug Phillips  
Gill Campbell  
Hans Uslar  
Kimbly Craig  
Norm Groot  
Ralph Rubio  
Troy Kingshaven

## STAFF PRESENT

Tammy Blount  
Jennifer Johnson  
Paul Martin  
Rob O'Keefe  
Jeniffer Kocher

CALL TO ORDER: Bob Buescher called the meeting to order at 2:07 pm.

PUBLIC COMMENT: None.

## MEMBER AND STAFF ANNOUNCEMENTS

Tammy Blount announced the hosting of CalSAE Elevate Conference for California Association executives. Lauren Siring was named Industry Partner of the Year. Tammy will be on PTO for a week in April, attending Destinations International CEO Summit in Bermuda. (Amrish Patel joined the meeting at 2:09 pm and Sean Panchal joined at 2:10 pm.)

## CONSENT AGENDA

- A. **Minutes for the January 30, 2018 Board of Directors Meeting**  
Recommended Action: Approve Minutes.
- B. **Committee Meeting Minutes**  
Recommended Action: Receive Minutes.
- C. **Committee Roster update**  
Recommended Action: Approve adjusted roster as presented.
- D. **Meetings Schedule update**  
Recommended Action: Approve revised meetings schedule as presented.
- E. **Monthly Reports**  
Recommended Action: Receive monthly reports.

Motion to approve Consent Agenda as presented, M/S/C: Rick Aldinger/Diane Mandeville/motion passed unanimously.

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## REGULAR AGENDA

### OLD BUSINESS

#### A. Short Term Rentals

Recommended action: Discuss letters from Sanctuary and Hidden Treasures.

Tammy reviewed the feedback received and articles generated since the last meeting when the bylaws were amended to exclude membership to owners, operators, or promoters of Short Term Rentals. She discussed the interviews she did with Monterey County Weekly, The Carmel Pine Cone and KION news and the refund of membership dues given to the affected businesses. (Carol Chorbajian joined the meeting at 2:16 pm.) Some discussion ensued. Public comment was given by Annee Martin of Sanctuary Vacation Rentals. Bob Buescher thanked Mr. and Mrs. Martin for giving their comments for board consideration. No further comments.

#### B. TID Conversion

Recommended action: Receive update on TID Conversion progress.

Tammy gave an update on the progress on the TID Conversion. The Management District Plan is still out for review with the City of Monterey's third party legal counsel. Presentations to City Councils will take place in July. Due to the delay, the current district will be renewed as is and conversion will take place year 2018-19. Some discussion ensued. No public comment.

#### C. Board Governance

Recommended Action: Approve recommendation from Nominating Committee.

Rick Aldinger reviewed Nominating Committee's recommendation regarding the composition of our Board. One application for the Board has been received. Tammy provided clarification on the quantity of available director seats with consideration to funding jurisdictions and the TID Committee. Some discussion ensued.

Motion made to approve the recommendation from the Nominating Committee with two revisions: 1) Applicant must be an active member; 2) Monterey County Hospitality Association (MCHA) will be added to the list of invited Advisor seats, M/S/C: John Lloyd/Mimi Hahn/motion passed (Janine Chicourrat opposed).

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## NEW BUSINESS

### A. February Financials

Recommended Action: Approve February financials as presented.

Paul Martin gave an overview of February financials. Some discussion ensued. Mark McMinn gave clarification on the postponement of specific FAMS. Rob O'Keefe and Tammy Blount clarified that the Monterey Conference Center manages their own website. MCCVB offered to integrate MCC content on Seemonterey.com but offer was declined by the city. No public comment.

Motion made to approve February financials as presented, M/S/C: Rick Aldinger/Janice Chicourrat/motion passed unanimously.

### B. Visitor Services

Recommended Action: Receive and discuss report on Visitor Services Town Hall

Tammy gave an overview on the Visitors Services Town Hall Meeting. (Brad Shupe joined the meeting at 3:15 pm). Current in-market and national trends were discussed as well as member feedback regarding the reallocation of Visitor Center hours towards Live Chat. Some discussion ensued. Sean Panchal mentioned that he removed his ad from the Info Board as it proved to not make good business sense in driving traffic to his properties. Amrish Patel stated that Live Chat presents a great opportunity that we have yet to fully tap into. Diane Mandeville applauded the staff for their respectful and responsible approach in addressing member concerns. The Board's consensus was to continue operating on the current plan of reduced visitor center hours. No public comment.

### C. HR Compliance Audit and Team Engagement

Recommended Action: Receive presentation and results of 2018 reports.

Tammy reviewed the history of HR with MCCVB and gave an overview of the results of the CVB's 2018 reports. Some discussion ensued. (Mary Adams left the meeting at 3:34 pm and John Turner left the meeting at 3:35 pm.) John Lloyd and Bob Buescher spoke on behalf of the Executive Committee and applauded Tammy and the staff for doing such a great job on the progress made. No public comment.

### D. Client Advisory Board (CAB)

Recommended Action: Receive update from February CAB meetings.

Tammy gave an overview of the CAB meeting. She shared the recommendations and action items that resulted on behalf of the Client Advisory Board. Some discussion ensued. A microsite is being maintained for continued collaboration and future meetings are being planned. No public comment.

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## GOOD OF THE ORDER

Recommended Action: Discussion from members of the Board for the Good of the Order and possible recommendations for future Board of Directors items.

Future agenda item recommendation: Bylaw change regarding Nominating Committee to include two lodging members.

## ADJOURN

Bob adjourned the meeting at 3:56 pm.

### NEXT MEETINGS:

Tuesday May 8, 2018 - Budget Workshop  
MCCVB Office  
2:00pm - 4:00pm

Thursday May 10, 2018 - Budget Workshop  
MCCVB Office  
9:00am - 11:00am

June 6, 2018 - Board of Directors Meeting  
Sanctuary Beach Resort  
2:00pm - 5:00pm

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