

Minutes

Monterey County Destination Organization Inc.
DBA: Monterey County Convention & Visitors Bureau
Board of Directors

Date: July 23, 2008

Location: Embassy Suites, Seaside, CA

<u>Present</u>		<u>Absent</u>	<u>Staff</u>
Gary Cursio	Lisa Dias	Bob Cowdrey	Steve Wille
Mike Oprish	Meredith Wood	Charlie Sammut	Pam Guenther
Shawn Milburn	Mimi Hahn	Dave Potter	Ariana Wheeler
Vikas Patel	Amanda Holder	René Boskoff	Bruce Skidmore
Carrie Theis	Gill Campbell	Michele Gogliucci	Katie Besmer
Kirk Gafill	Patrick Sheridan	George Kaplanis	Nicole Gustas
Marietta Bain	Brian Rios	Ryan Williams	Jennifer Filice
Randy Venard	Eddy Bennett	Baird Pittman	Dominic Gregorio
Tom Greer	Jill Anderson		
Carl Anderson (alt. for Chuck Della Sala)			
Doug Phillips (alt. for John Narigi)			

1. Call to Order – Gary Cursio called the meeting to order at 4:05p.m.
2. Introductions
3. Agenda Approval – M/S/C Lisa Dias, Randy Venard
4. Public Comments – Amanda Holder reported that the 28th Annual Steinbeck Festival will be in August and Jazz with Steinbeck will be in September.
5. Approval of Minutes – Approval of May 14 and June 18, 2008 Board meeting minutes, M/S/C Mike Oprish, Lisa Dias
6. Treasurers Report – Pam Guenther reviewed the May 2008 financials. The sublease has been re-classified into the facilities expense account and is therefore over. Group sales will be spending in June. Internet is under because of the open position for a Web & Marketing Manager. \$2,900 of the \$13,600 showing in the 90+ A/R has since been written off and approximately \$4,000 has come in from the 60-90 A/R. The \$55,000 showing in A/P to 12 Horses has been paid. The grants showing in the A/P are to stay on the books. Approval of May financials, M/S/C Carol Chorbajian, Mimi Hahn.
7. President's Report – Steve Wille reviewed May/June occupancy and ADR for Monterey County, the State of California, San Francisco, and South Lake Tahoe. Steve reviewed the changing conditions of the travel market. Employment and consumer confidence define leisure travel and we are better organized as a destination than ever to compete in a declining market. The CVB has revised the FY08-09 media plan to help in the short-term. Open CVB positions have been filled; Nicole Gustas is on board as the Web & Marketing Manager and Jerry Diaz has replaced Nancy Borino as the Sales Coordinator. Steve reviewed the Visitors Center practice on quoting hotel room prices; CVB Visitors Center workers cannot quote any pricing to visitors. Some concern was expressed against this practice and for it. Gary Cursio suggested taking the matter up for further discussion at the next Membership Committee meeting. The Membership Committee is reviewing membership dues rates now that the TID is in place.
8. Group Sales Update – Bruce Skidmore reviewed May/June performance and YTD leads, bookings, rate, revenue, and economic impact. Bruce reviewed tradeshows, events and sales blitzes for May/June. Passkey is going very well. All leads are now done online.
9. Marketing Update – Jennifer Filice reviewed the FY08-09 media plan. Print ads will be in *Gourmet Magazine*, *Sunset*, *Conde Naste Traveler*, and *the Smithsonian*. There is a new approach to co-op this year; the entire media plan is co-opable. Jennifer reviewed the co-op advertising and the new integrated design. Jennifer reviewed the fall stimulus program, an investment to drive immediate business in September/October targeting the San Francisco Bay area and Sacramento. Jennifer reviewed the funding adjustments, plan components, newspaper print ads, banner ads, Google SEM, timing, and results measurement of the plan. Jennifer gave an update on the web site; the gap list is complete and Nicole Gustas has been hired.

MONTEREY COUNTY CONVENTION & VISITORS BUREAU

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10. Communications Update – Katie Besmer reviewed June media relations activity. The CVB will be working with a different UK PR agency, Mango PR, starting August 1. Steve Wille reviewed the Big Sur response of the CVB; what role the CVB plays in a crisis and the press releases that were sent out. Gary Cursio announced there will be a Big Sur fundraiser on August 9 at the Monterey Conference Center.
11. Unfinished Business – Proposed Bylaw Changes: Gary Cursio reviewed the proposed changes. Approval of changes, M/S/C Carl Anderson, Mike Oprish
12. New Business – None
13. Adjournment – Motion to adjourn at 5:25p.m., M/S/C Amanda Holder, Carrie Theis

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