

Minutes

Monterey County Destination Organization Inc.
DBA: Monterey County Convention & Visitors Bureau
Executive Committee

Date: August 13, 2008

Location: MCCVB, Monterey, CA

Present

Gary Cursio John Narigi
Lisa Dias Mimi Hahn
Marietta Bain

Absent

Bob Cowdrey
René Boskoff
Kirk Gaffill
Mike Oprish

Staff

Steve Wille
Ariana Wheeler
Pam Guenther

1. Call to Order: Gary Cursio called the meeting to order at 4:04p.m.
2. Approval of Agenda: M/S/C John Narigi, Mimi Hahn
3. Public Comments: None
4. Approval of Minutes: July 9, 2008 minutes M/S/C John Narigi, Lisa Dias. July 2, 2008 minutes M/S/C John Narigi, Lisa Dias
5. Treasurer's Report: Pam Guenther reviewed the June 2008 (year-end) financials. Of the TID income, approximately \$330,000 is accrued and should be approximately \$20,000 under budget. Group tradeshow co-op income was well over, but was spent in tradeshow, sales blitzes and fairs. Membership income was under; there were many write-offs. John Narigi asked what visitors center sales is compared to last year. Pam reported it is down because the second location wasn't up and running at the initial estimate and we are not currently selling our merchandise at the Maritime location. We have to sell Maritime's merchandise before we can sell ours. Mimi Hahn reported that the Maritime visitors center was closed on a Friday mid-day. Dominic Gregorio will look into it. All legal bills should have been paid. John Narigi suggested accruing John McMahon's remaining severance pay into FY07-08. Marketing/leisure is approximately \$200,000 under budget. John Narigi asked why visitor center and payroll costs are off. Pam reported this is partly due to the second visitors center not opening right away and because it was not budgeted correctly. Pam does not believe the TID audit has happened. Lisa Dias will ask a contact she has about auditing. There is net income of \$129,000 for the year and the current reserve is at \$665,000. The Finance Committee is to talk about the amount of reserves. Pam and John are to determine what the cost of operating for 6 months would be. John Narigi asked to approve the year-end financials at next meeting in order to have time to review. Approval tabled until next meeting.
6. President/CEO Report: Steve Wille gave an update on the short-term marketing program (55 participants), general media co-op (\$150,000 partner investment), and group sales performance (last year in July booked 290 room nights, this year booked 3,716, last year in all of August booked 1,071 room nights, this year in the first two weeks of August have booked 1,800). John Narigi asked if a quarterly report of where group sales booked rooms are going (what hotel) could be generated to review in Executive Committee; Steve to advise. The CVB is working with a company to help complete the sales goals project, should have them soon, and expect the goal to be between 26,000 and 33,000 room nights. Bruce has a bonus program worked out for the account executives; it is quantitative and based on individual results and some team results. We are working on the group portion of the web site. Salary adjustments have been completed, and Steve has a direction he would like to go in staffing to replace himself in the Marketing area consisting of a Communications Director and a Marketing Coordinator. There is a Board of Supervisors meeting on Tuesday, August 19 at 10:30am and the CVB is on the consent agenda for funding approval; Steve to attend. Moto GP is on the July 4 weekend in 2009. Some concern has been expressed in the community. John Narigi reported that most traffic on July 4 is locals coming in for fireworks and lodging is not necessarily full. Gary Cursio suggested the CVB view the races being held on that weekend as a positive.
7. New Business: Membership Renewal Policy and Dues Structure – tabled until next meeting, as Mike Oprish is not present.
Web site Analytics – tabled for the next meeting. M/S/C Gary Cursio, Mimi Hahn
Ariana, Pam and Steve were excused at 4:40pm
CEO Compensation Package
8. Adjournment: Gary Cursio called for adjournment at 5p.m.

MONTEREY COUNTY CONVENTION & VISITORS BUREAU

In partnership with Monterey County and the cities of Carmel-by-the-Sea, Del Rey Oaks, Marina, Monterey, Pacific Grove, Salinas, Sand City, Seaside and Soledad

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