

Minutes

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

Date: July 9, 2008

Location: MCCVB, Monterey, CA

Present

Gary Cursio John Narigi
Lisa Dias Mimi Hahn
Marietta Bain Mike Oprish

Absent

Bob Cowdrey
René Boskoff
Kirk Gafill

Staff

Steve Wille
Ariana Wheeler
Pam Guenther
Bruce Skidmore

1. Call to Order: Gary Cursio called the meeting to order at 4:06 p.m.
2. Approval of Agenda: M/S/C John Narigi, Mimi Hahn
3. Public Comments: None
4. Approval of Minutes:, May 14, June 17, and June 19, 2008 minutes M/S/C Mike Oprish, Lisa Dias
5. Treasurer Report: Pam Guenther reviewed the May 2008 financials. The estimated TID income for year-end is \$1.6 million, approximately \$100,000 short of the budget. Pam will accrue TID income that does not come in by June 30, 2008 to her best estimate. The group sales expense budget is under largely due to payroll. Membership will be over due to the cost of the annual luncheon; original commitment of cost per plate went up. Pam is to call Monterey County and confirm if there will or will not be a bill from the County for TID auditing. The 12 Horses payment has been sent. John Narigi expressed concern about non-paying members. Pam wrote off \$25,000 in memberships. Follow up on outstanding bills: Gary Cursio will call Baird Pittman with Associated Hosts and Shawn Milburn at Embassy Suites, John Narigi will contact Chateau Julien and The National Steinbeck Center, Dominic Gregorio is contacting Club Octane and Fisherman's Wharf. John Narigi asked that at the next Executive Committee meeting there be a notation next to all A/R accounts. The TID income for the FY08-09 budget can be revised; the Finance committee will meet to review, Ariana Wheeler is to set up the Finance Committee meeting with John Narigi, Mike Zimmerman, Lisa Dias, and Pam Guenther. Approval of financials, M/S/C Mike Oprish, Lisa Dias.
6. President/CEO Report: Steve Wille reported that May occupancy for Monterey County was up 2.9% over last year. The State of California, Tahoe, and San Francisco all reported May occupancy as down from last year. Nancy Borino has left the MCCVB and taken a position with the Inns of Monterey, Nicole Gustas begins Monday as the Web and Marketing Manager for the MCCVB. Compensation recommendations are ready for the Personnel Committee to review. The annual report for Monterey County is being prepared for the County due date of July 31, 2008. Mering Carson is working on a short-term media spend plan. We have received good responses on co-oping the basic print program; estimate approximately \$150,000 to add to the co-op. Sales goals have been discussed with Bob Cowdrey and René Boskoff; we are not ready to make a recommendation at this point. Signage will be going up outside the Maritime Visitors Center. Dominic Gregorio would like the Membership Committee to meet regarding pricing of membership, the convention calendar, what out of county members are allowed (policy). Mike Oprish will set up a Membership Committee meeting and come back with recommendations. We are trying to combat misinformation regarding the Big Sur fire; didn't want send out press releases to inform those that didn't know about fire. However, we have now issued 2 press releases and will be issuing a 3rd which will also be posted on the web site with pictures of Carmel and Monterey, etc. to let people know that much of the destination is unaffected. The CVB will help re-launch/re-publicize when the time is right for Big Sur. Steve also reviewed marketing and communications goals/metrics for FY08-09. Mike Oprish asked for Google analytics on the website stats to be brought to the next Executive Committee meeting.
7. Unfinished Business: Group Sales Goal Update – Steve Wille reported that today we will look at the results for the past year and review reasoning and discussion of reason for re-evaluating the sales goals. We are not ready to make new goal recommendations at this time. Bruce Skidmore reviewed FY07-08 productivity and stats, i.e. booked rooms, ADR, total room revenue. Bruce reviewed CVB sales goal history, gave a recap of the last Sales ad hoc Committee meeting, presented the revised forecast for FY07-08, reviewed preliminary FY08-09 goals, and reviewed the survey results taken from other CVB sales

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departments. Bruce will email the presentation to the Executive Committee members. Steve Wille, working with Bruce Skidmore will recommend a bonus policy for Account Executives and present to the Executive Committee. Pam Guenther will verify budgets.

Update of FY2008-09 Media Plan Short-term Spend Plan – Steve Wille reported that the plan is for September/ October media/visitors. We are trying to add a co-op element. There will be an online promotion similar to *Monterey Right Away*, we are looking to find way work with online travel agents, and print ads in newspapers in San Francisco and Sacramento. It will be another week before a written plan is ready to distribute.

8. New Business: Steve Wille asked about presentations to each jurisdiction, as John McMahon did last year. Ariana Wheeler reported there is a presentation scheduled with the Carmel city council. John Narigi suggested sending a couple Executive Committee members with Steve to Carmel. Steve is to send a letter to the other jurisdictions stating that the CVB is in a time of transition, but if they would like a presentation please let us know. Some of the political component should be picked up by the Executive Committee. John Narigi would like to set up a lunch with Steve Wille, Bruce Skidmore, and Monterey County Directors of Sales and GMs to discuss what is going on with the CVB, possibly in September.
9. Adjournment: Motion to adjourn, M/S/C Mike Oprish, John Narigi at 5:53 p.m.

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