

Minutes

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

Date: September 8, 2008

Location: MCCVB, Monterey, CA

Present

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

Absent

Kirk Gafill
René Boskoff

Staff

Steve Wille
Ariana Wheeler
Pam Guenther
Bruce Skidmore

1. Call to Order: Gary Cursio called the meeting to order at 4:06p.m.
2. Approval of Agenda: Steve Wille requested that the Group Sales Goals Presentation be moved up on the agenda to be addressed immediately following the President's Report. Motion to approve agenda with requested change, M/S/C John Narigi, Lisa Dias.
3. Public Comments: None
4. Approval of Minutes: August 13, 2008 Executive Committee meeting M/S/C John Narigi, Mimi Hahn
5. Treasurer's Report: Pam Guenther reviewed the June 2008 financials. Most of the June TID money is in, if have not received it has been accrued. Income is over for the year, mostly due to addition of Pacific Grove. Admin expense is over for the year due to increased IT expenses and equipment. Group sales is under budget mostly due to payroll. Marketing leisure is close to budget. Communications is on target. Membership/Guest Services is close to budget. Visitor Services is a little under primarily due to payroll issues. TID is over. John McMahon's separation salary was accrued into fy07-08, leaving \$95,000 net income for the year. Current reserves are at \$760,000. John Narigi proposed keeping \$500,000 for reserves level, and distribute the remaining to use in programs this year. John Narigi asked staff to review the FY08-09 sponsorship/challenge income number, and confirm revenue per budget. Steve Wille reported this not the time in the CVB's maturity to go for sponsorship money. Pam and Steve are to revise the FY08-09 budget to remove this revenue line and add money from reserves to FY08-09 programs as possible to yield a remaining reserve of \$500,000, and Gary Cursio and John Narigi will be consulted for approval. Pam reviewed the July 2008 financials. Pam billed out all first quarter and/or annual jurisdictions for full funding amounts. Income is very close to budget. Admin expenses are down due to no CEO in July, primarily payroll and facilities and insurance. Group is sales at 92% of expense budget YTD. Every department is a little down due to no CEO in July. Communications was over in PR due to Koleen's overtime on Big Sur. Of the \$13,459 in over 90 days A/R \$5,200 has come in since then. \$1900 has been written off. Motion to approve July 2008 financials M/S/C John Narigi, Lisa Dias.
6. President/CEO Report: Steve Wille reviewed the July 2008 STR report; Monterey County down 2.6% in occupancy vs. last July and average room rate down 1.9%. Bruce reviewed July sales productivity. Booked close to \$1million in room revenue in first two months of the year. Seeing an overall slowdown of lead generation. Rates are holding, still updating lost business information. Steve reported on a September marketing program/short-term special; program to last 5-6 weeks in media. In October will see beginning of advertorial co-op; 4 page insert, follow up with 2-page inserts. Searching for a Communications Director and a Marketing Coordinator. The July 4th 2009 Laguna Seca issue has been moved to the October 7 Monterey City Council agenda. The CVB has seen a swell of niche marketing groups; airport, history and culture, language institute, film commission, etc., and staff is working on a solution to give these groups the attention need without out getting off the main track. Steve reported a Pacific Grove issue; an out-dated itinerary without any Pacific Grove information. Moe Ammar from the Pacific Grove Chamber and Steve will meet with a group of Pacific Grove representatives on September 24 or 25 to discuss Pacific Grove's perspectives and CVB efforts. Gary Cursio reported on visitors center, need to make sure staff have customer service training and determine how visitors center staff can report information that is true and fair and equitable to CVB members. Steve suggested moving the next Executive Committee meeting from October 8th to October 15th as Gary and Steve will both be out of town. Steve asked to defer residual budget recommendation until have a hard number; initial recommendation is to do a spring initiative similar to the fall promo.

MONTEREY COUNTY CONVENTION & VISITORS BUREAU

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7. Group Sales Goals: Moved up in agenda in order to complete. Steve Wille reviewed the results of last sales goal meeting. Most important criteria determined are history, role of Monterey Meeting Connection, level of sales effort maturity (hiring and ramp up of sales team). Bruce Skidmore reviewed the history of sales goals, and the role of the Monterey Meeting Connection. Bruce reviewed historical sales staff and current staff. Other considerations to include in creating sales goals: leads going straight to partners, CVB represents total destination, CVB role of being additive impacts return on effort, sales staff increase relatively modest addition to total market sales staff. Bruce reviewed the recommended sales goals: 2008-09 30,000 definite booked room nights, 2009-10 35,000 definite booked room nights, 2010-11 40,000 definite booked room nights. Bruce reviewed TAP observations/comments. Staff reserves the right to increase sales these goals without Executive Committee approval if trending up. Room revenue goal will be set once have room night goal set. Use ADR from last year as benchmark amount. This is a 6-month program, to be reviewed and adjusted as needed (whether up or down) in six months. Motion to approve sales goals M/S/C Bob Cowdrey, Mike Oprish. Bruce reviewed the sales incentive compensation program. The Executive Committee requested Bruce change the minimum to receive team incentive to 80% of definite room nights. Staff asking for approval of this mechanism for first six months of FY08-09. Steve reviewed recommended fix for 07-08. Motion to approve 07-08 sales incentives M/S/C John Narigi, Mike Oprish. Motion to approve FY08-09 incentive program with proposed changes M/S/C Lisa Dias, Mimi Hahn.
8. Unfinished Business: Membership Renewal Policy and Dues Structure – Steve Wille reviewed the proposed changes to the membership policy (see attached document). Pam Guenther will present a list of 90+ day members for the Executive Committee to review for possible membership removal. In addition to removing “low” tourism category, remove “high” and have only one category “tourism member”. Out of county member wording to be changed to “current out of county members that are attractions and/or shopping are grandfathered in, no other are able to renew or become a new member”. Motion to approve with changes M/S/C Lisa Dias, John Narigi.
Web site Analytics – tabled for the next meeting.
9. New Business: FY07-08 residual budget recommendations – Steve requested this item be tabled until actual amount of funds available are determined.
10. Adjournment: Motion to adjourn, M/S/C John Narigi, Mike Oprish at 6pm

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