

# Minutes

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

Date: July 2, 2008

Location: Conference Call

## Present

Gary Cursio      Marietta Bain  
John Narigi      Bob Cowdrey  
Mimi Hahn

## Absent

Mike Oprish  
René Boskoff  
Kirk Gafill  
Lisa Dias

## Staff

Steve Wille  
Ariana Wheeler  
Jen Filice  
Bruce Skidmore

## Guest

Paul Whitbeck

1. Call to Order: Gary Cursio called the meeting to order at 2:02 p.m.
2. Approval of Agenda: M/S/C John Narigi, Bob Cowdrey
3. Public Comments: None
4. Review of FY2008-09 Media Plan: Steve reported that the media plan was presented to the marketing committee and the Marketing Committee approved the plan with the provision that the EC provide guidance on whether economic circumstances have changed significantly from the initial planning and if the media plan should change accordingly, i.e. think about short-term/drive type market. The Marketing Committee requested the execution of the plan be held until they receive feedback from the Executive Committee. One option might be to reserve a portion of resources to bring in transient business to make up for the lack of group business.

Paul Whitbeck with MeringCarson reported that drive markets are still projected to see good business, more so than those markets dependent upon flight and has heard of other CVBs pulling funds out of long-term or using reserve funds for short-term programs.

Steve Wille reported that the media is now scheduled to start in October rather than September and run through May. There is one month's media money that can be used on short-term objectives, approximately \$82,000. Group Sales can contribute \$50,000 (taken from funds for an eblast and SEM that did not show high return last year), and \$17,000 from September Leisure SEM for a total of approximately \$150,000 to use on short-term objectives.

Paul Whitbeck discussed the techniques used to drive short-term demand; look at the Monterey Right Away promotion and do something similar, (using SEM to drive people to an optimized landing page and banner advertising), but potentially add newsprint and work with online travel agencies. Steve Wille stated that the decision should be based on reallocating only the \$150,000 from the CVB, but there could be potential to add co-op partners. This amount does not allow for radio.

Staff and agency recommend proceed with using \$150,000 on short-term initiatives.

Open discussion of committee; came to consensus that while we don't want to abandon the long-term plan, it would be wise to reserve part of the funds to do something short-term, focused in September and October, heavily weighted to drive markets, with a direct call to action.

Motion for staff to come back to the Executive Committee with a plan to spend \$150,000 on short-term initiatives, M/S/C Bob Cowdrey, John Narigi.

5. Adjournment: Motion to adjourn at 3:10p.m., M/S/C Mimi Hahn, Bob Cowdrey

## **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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