



CITY OF PACIFIC GROVE
300 Forest Avenue, Pacific Grove, California 93950

AGENDA REPORT

TO: HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL
FROM: Lisa Bennett, Council Member
MEETING DATE: October 15, 2008
SUBJECT: **CONSIDER THE APPOINTMENT TO *EX OFFICIO* SEAT ON MONTEREY COUNTY CONVENTION AND VISITOR'S BUREAU'S (MCCVB) MARKETING COMMITTEE**

RECOMMENDATION:

Appoint a more experienced member of the hospitality industry in Pacific Grove to our *ex officio* seat on the Monterey County Convention and Visitor's Bureau's (MCCVB) Marketing Committee.

DISCUSSION:

The City Council of Pacific Grove has appointed me to serve in our non-voting, *ex officio* position on the Board of MCCVB. Also on the Board, but in voting positions, are Patrick Sheridan (of Asilomar) and Marietta Bain (Fandango Restaurant). The purpose of this appointment is to keep the Council apprised of MCCVB plans and activities, and to monitor our taxpayers' considerable investment.

Along with this appointment comes an *ex officio* seat on the MCCVB's Marketing Committee, which has input into their marketing strategies and plans. Apparently, I am named by default to this non-voting *ex officio* seat. However, I have no tourism marketing experience, so can neither add value to the committee's work nor evaluate particularly well their strategies in my reports back to the Council. Also serving on this Marketing Committee, in a voting capacity, are Patrick Sheridan (Asilomar) and Cindy Walter (Passionfish Restaurant). While the P.G. City Council does not name the voting members of the committee, we may appoint a different *ex officio* member than myself.

According to Steve Wille, the Executive Director of MCCVB, the Marketing Committee acts relatively informally and collaboratively. Even a non-voting member of the committee has considerable input. This input might be valuable if that person were involved with marketing our tourism / hospitality sector already. In addition, many of our inns need to better understand the various promotion opportunities they provide to "partner" businesses. Our representative on that committee must understand how to translate these opportunities to the small inns and motels in Pacific Grove.

To maximize Pacific Grove's two-way communication with the marketing function of the MCCVB *and thereby the value our city will receive from it through effective marketing*, I suggest that the Council consider appointing a more tourism-marketing-experienced representative from Pacific Grove, perhaps an interested innkeeper, to serve in this *ex officio* seat.

FISCAL IMPACT:

None

RESPECTFULLY SUBMITTED:

Lisa Bennett
Council Member