



**TBID Board of Directors**  
Zoom Call  
Wednesday, June 24, 2020  
2:00 PM.

**X – In Attendance    A – Absent    E – Excused**

**TBID Board of Directors**

X	Debbie Snavelly, Newport Beach Marriott Hotel & Spa	X	Charles Cho, Newport Beach Marriott Bayview
X	Kory Kramer, Balboa Bay Resort	X	Wasim Kazi, Hyatt Regency John Wayne Airport Newport Beach
X	Steve Pufpaf, Renaissance Hotel Newport Beach	E	Alejandro Santander, Newport Dunes Resort & Marina
X	Sid Ramani, Hyatt Regency Newport Beach	E	Adam Beer, Lido House Hotel
X	Gerard Widder, Fashion Island Hotel Newport Beach		

**Visit Newport Beach Staff Represented**

X	Gary Sherwin, President & CEO
X	Michelle Donahue, Senior Vice President of Sales
X	Doug McClain, Senior Vice President & Chief Marketing Officer
X	Lily Pearson, Vice President of Finance
X	Dina Alleluia-Carr, Recording Secretary

**Call Meeting to Order**

Debbie Snavelly called the meeting to order at 2:03 p.m.

**Roll Call**

Debbie Snavelly made note of the TBID Board members and Visit Newport Beach (VNB) Staff present for the meeting.

**Public Comments**

Mr. Mosher inquired about where the last meeting was held.

**Approval of Minutes**

Debbie Snavelly asked for a motion to approve the minutes from the January 23, 2020 meeting. Sid Ramani motioned to approve the minutes. Charles Cho seconded the motion. The minutes were unanimously approved.

### **FY20 May 2020 Financial Reports**

Ms. Pearson presented the FY20 May 2020 Financial report. Ms. Pearson recapped the March month end revenue where the TBID was ahead of budget by \$264,000 but would probably be \$360,000 under projected revenue by year-end due to the pandemic. Ms. Pearson spoke about the budget cuts that VNB started when the pandemic hit.

Ms. Snavelly asked for a motion to approve the May 2020 financials. Sid Ramani motioned for approval and Wasim Kazi seconded. The financials were unanimously approved.

### **Current Business Situation**

Ms. Donahue stated some leading market and travel research from Destination Analyst. Ms. Donahue stated from the survey that 59% do not think that the COVID-19 situation will be resolved before fall begins. Ms. Donahue said that only 33% attendees will travel before there is a vaccine. It also showed that 70% are unlikely to attend a conference or a convention before COVID-19 is resolved. Ms. Donahue sent out a detailed survey to all of the Director of Sales. Ms. Donahue recapped the top three concerns from the survey with the #1 concern being depressed demand. The second concern was how to best serve meetings with the new requirements. The last concerns were F&B and the competitive landscape. Ms. Donahue stated that VNB have budgeted for incentives for closing concessions, help with site visits, exposure at trade shows, generating new leads and marketing for the TBID partners since the hotels had extensive budget cuts. Data from CVENT shows that Newport Beach received more RFP's from the 6 Orange County comp set cities during COVID-19. The data also shows that Newport Beach increased the Average Daily Rate during COVID-19. Sid Ramani asked what year the RFP's are for, Ms. Donahue stated that they are for 2021.

### **FY21 Sales Direction and Strategies**

Ms. Donahue stated that the strategies are data mining, targeting drive market business, meeting promotions, and a targeted client campaign within 60 miles of Newport Beach. VNB will also be continuing its support with industry partnerships to maintain the top position for small meetings. Ms. Donahue spoke about the Group Sales website redesign, client outreach and social media engagement. Jane Loenhorst is working on Virtual Site Visits with 360-degree camera footage for each hotel and a 2-minute video series called Duffy Dish.

### **FY21 Proposed Budget Review**

Ms. Pearson went over the roll up budget. Ms. Pearson stated that the revenue was based on the projected future positions that the hotels would be in. Ms. Pearson said that the revenue budget is about 25% of last year's budget. Ms. Pearson said that the expenses for next year are decreased 58% from prior years. Ms. Pearson said that because VNB did drastic cuts at the beginning of COVID-19, TBID will have a carryover of \$840,000 in cash for the FY21 Budget. Also, if needed, the TBID could dip into the reserve funds. Ms. Donahue commented that everything that the DOS's asked for is accounted for in the roll up budget. Mr. Sherwin stated that VNB budgeted no revenue the first half of the year but if money comes in, VNB will allocate it to sales incentives. Ms. Pearson answered Mr. Kramer's question on a balanced budget and the reserve funds and explained that even though the budget has higher expenses than revenues, it was planned for to use the carryover cash / reserves to balance the deficit. Mr. Sherwin stated that the TBID should re-look at the budget in 6 months. Ms. Snavelly stated that her hotel will start a rolling renovation on 4/1/2021. Mr. Sherwin said that Fashion Island Hotel and the Renaissance are currently closed. Mr. Sherwin stated that the hotels have zero guidance from the State for groups, the TBID is waiting for clarification. Ms. Pearson explained to Mr. Kramer that VNB budgeted 50% of the budget on programming expenses. Ms. Pearson stated that VNB is waiting to bring the furloughed employees back to have a better picture.

Ms. Snavelly asked for a motion to approve the FY21 Budget. Kory Kramer motioned for approval and Steve Puffaf seconded. The FY21 budget was unanimously approved.



**401k Action Plan in Response to COVID-19**

Ms. Pearson explained that part of the cost cutting back in April was to stop the profit sharing and match. Ms. Snavelly proposed a resolution to approve management team's action to stop the 401k match and profit sharing effective 4/3/20 in response to urgent cost-cutting actions necessitated by COVID-19 impact on revenue. Mr. Sherwin stated that this is a legal procedure that was needed by the administrator of the 401k.

Ms. Snavelly motioned to approve the 401k Action Plan in response to COVID-19, as previously stated, Charles Cho seconded. The 401k Action Plan was unanimously approved.

**Annual Report**

Ms. Donahue stated that the annual report in your packet is a requirement by the City of Newport Beach.

Ms. Snavelly asked for a motion to approve the Annual Report. Gerard Widder motioned for approval and Kory Kramer seconded. The Annual Report was unanimously approved.

**Summer Leisure Travel Recovery Plan Campaign**

Mr. McClain stated that Visit Newport Beach-Leisure Marketing was awarded a SBA loan and the funds will be used in Leisure Marketing Campaigns to drive recovery efforts for the hotels and businesses in Newport Beach. Mr. McClain went over the first part of the campaign which will be a Summer Campaign. This will be a drive market campaign starting 7/1/20 with paid advertising.

**Next Meeting**

The next meeting will be held at a TBD date.

**Adjournment**

Ms. Snavelly adjourned the meeting at 3:19 pm.

Submitted by:

Dina Alleluia-Carr

Dina Alleluia-Carr, Recording Secretary

Approved by:

Debbie Snavelly, Chairperson