

2016-17 Community Relations Planning Timeline

Ongoing:

- Develop new Community Relations email specific to jurisdictions – send to jurisdiction reps to share at council once per month.
- Review Community Relations Calendar at mid-month for events at SLT and assign as needed.
- Director of CR plan to attend one council meeting per month, rotating jurisdictions.
- Schedule quarterly roundtables for hoteliers & SLT in jurisdictions throughout the county
- Tammy and Paul to attend MCHA Government Affairs Meetings monthly
- Monthly BOD infographs/Newsletter/Quarterly Jurisdiction reports
- Monthly meetings with Monterey City Manager

July:

- Welcome new Board members
- Finalize Business Plan/Annual Report
- Invite VIP partners to Annual Luncheon
- Extend an invitation to Councilmembers, City Managers (personal) to the Annual Luncheon
- Write Q4 Reports for all jurisdictions and send by end of month
- Schedule Visitor Guide meetings with jurisdiction reps, city managers

August

- Create and distribute content calendar to jurisdictions who have additional marketing entities – PG, Carmel
- Annual Luncheon
- Community Relations Committee kick off meeting– divide up responsibilities by jurisdictions
- Meet with Carmel-by-the-Sea to discuss partnership
- Corporate Communications outreach on release of new business plan
- CalTravel Summer Board Meeting

September:

- Create DSA partner piece; book appointments with new Supervisors
- Create an election guide and attend any debates for jurisdictions
- Review & evaluate partner presentations that have been requested in the last year and reach out to schedule SLT for new business plan
- Schedule quarterly roundtables for hoteliers in jurisdictions throughout the county (OCT)
- Report back to board on Carmel-by-the-Sea status

October:

- Create Q1 Reports for jurisdictions – distribute by end of month
- Service agreement with the City of Monterey (Oct 4)
- Community Relations Committee second meeting – discuss outcomes, refine reporting, approach.
- Update election guide and attend any debates for jurisdictions
- Quarterly Forum invite to Councils
- GM meeting with Carmel Valley Hoteliers (Oct 27)
- Set meetings with new Supervisors with DSA Partners and Board representatives
- VCA Fall BOD meeting
- CBTS HID Meeting & Marketing Meeting (Oct 6)

November:

- CBTS Council Meeting – November 1, 2016
- Visit Carmel HID Meeting (Nov.2)
Dedication of Sam Farr tree in Fort Ord (Nov.2)
- Welcome newly elected officials with welcome note
- Central Coast Tourism Council Meeting & Mixer (Nov.3)
- Tammy to present to Taiwanese civil servants (Nov.3)
- Tammy to meet with Mayor Clyde to review Sustainable Moments plan
- GM/Hospitality roundtable in Pacific Grove (Nov. 10)
- Rob to present to the Stillwater Club (Nov.10)
- Schedule 1-on-1 meetings with newly elected officials – state and local

December:

- Sunrise Rotary presentation (Dec.6)
- Reach out to city managers to schedule 1-on-1 meetings to discuss mid-year presentations and sustainable moments initiative
- GM/Hospitality roundtable in Big Sur (Dec.16)
- Schedule/host 1-on-1 meetings with newly elected officials – state and local – (Cynthia Garfield, Nick Smith, Dan Albert Jr.)

January:

- Compile Q2/Mid-year reports for jurisdictions
- Wharf Association meeting to discuss Cruise Ship recruitment (Jan.4)
- Meet with city managers to schedule 1-on-1 meetings to discuss mid-year presentations and sustainable moments initiative (Craig-Seaside, Ray-Salinas, Ben-PG)
- MRY MOU finalized
- Reach out to local media: pitch results of new research/studies (Brand/VPS) (Jan.25th)
- Carmel HID meeting (Jan.26th)
- Schedule/host 1-on-1 meetings with newly elected officials – state and local – (Mary Adams, Anna Caballero, Luis Alejo)

February:

- Monte Vista Monterey Neighborhood sustainable moments presentation (Feb.6th)
- Write and send funding request letters to city officials – mail and email; call and verify receipt
- Reach out to Neighborhood associations and other resident groups to involve them in Sustainable moments campaign
- Schedule/host 1-on-1 meetings with Board of Supervisors, newly elected officials.
- Community Relations Committee meeting (Feb. 9th)
- Meet with Congressman Panetta (Feb.22)
- Sustainable Hospitality Symposium with CSUMB (Feb.23)
- VCA Outlook Forum (Feb.27-Mar.1)
- Watch for city budget meetings
- Q2 TOT results come in - Corp Comm opportunity to share with the community

March:

- Mid-year presentations to councils (Salinas & Monterey: March 7th)
- Prepare for new DSA agreement
- 17-18 Budget planning

April:

- Mid-year presentations to councils (Seaside: April 6th | Pacific Grove: April 19th)
- Compile Q3 reports for jurisdictions
- Corporate Comm: Dean Runyan report release on tourism impacts
- Quarterly Forum invite to Councils
- Schedule/meet with state representatives (Stone, Monning)
- *CBTS council elections
- GM meeting in Marina/Seaside (TBD)
- Reach out to local media: pitch results of new research/studies (VPS)

May:

- NTTW – first week of May
- MCCVB Budget workshops (TBD)
- Attend Council budget workshops
- Schedule/meet with state representatives (Stone, Monning)
- Q3 TOT results come in - Corp Comm opportunity to share with the community.
- Annual Luncheon planning – Internal committee formed, Secure speakers, begin Sponsor outreach

June:

- Attend Council budget workshops
- Prepare for new board of directors – orientations with new members, chair, binders ready
- Annual Luncheon planning – Save the Date, Secure speakers, begin Sponsor outreach

Reports/Regular outreach to audiences:

- **BOD** – monthly infographs, talking points, ROI grids
- **Hoteliers** – regional roundtables
- **Community/Association partners** – yearly presentations; distribution lists; community meetings (car week)
- **Hospitality Community** – Newsletter w/Scorecard, research
- **Funding Jurisdictions/Councils** – Quarterly Reports; talking points presented by CRC rep; attendance at council meetings; mid-year presentations; 1-on-1 orientations with new members; visitor guide meetings, 1:1 city manager meetings
- **State Politicians:** bi-annual meetings
- **Residents:** corporate communications initiatives; sustainable moments integration with neighborhoods