

AGENDA

Sales Committee Meeting
Thursday, August 11, 2016 | 3:30PM- 5:00PM
MCCVB Conference Room

CALL TO ORDER

PUBLIC COMMENT

(This portion of the meeting is reserved for members of the public to address the Sales Committee on any matter not on this agenda but under the jurisdiction of the MCCVB Sales Committee. Committee members may respond briefly to statements made or questions posed. They may ask a question for clarification; make a referral to staff for factual information, or request staff to report back to the Committee at a future meeting but no deliberation may occur.)

MEMBER AND STAFF ANNOUNCEMENTS

CONSENT AGENDA

- A. Minutes of the May 18th, 2016 Sales Committee Meeting
Recommended Action: Approve Minutes
- B. Monthly Reports
Recommended Action: Accept Monthly Reports

REGULAR AGENDA

NEW BUSINESS

- A. Sales Committee Introductions
Recommended Action: Committee member self-introductions.
- B. Sales Committee Purpose
Recommended Action: Review and discuss scope and purpose of sales committee.
- C. MCCVB 2016-17 Goals
Recommended Action: Review and discuss 2016-17 goals for booked room nights, and focus on building new business and maintaining returning customers.
- D. Monterey Conference Center
Recommended Action: Receive and discuss updates on MCC renovation and activities and sales committee involvement in MCC future developments.
- E. ROI tracking for Trade Shows, Client Events, and Sponsorships
Recommended Action: Introduce new ROI tracking reports, review post show reports.
- F. 2017 July - December Plans
Recommended Action: Review the trade show, client events and sponsorship suggestions.

MCCVB MISSION: Drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests and members.

AGENDA

GOOD OF THE ORDER

Information: Comments from members of the Committee for the Good of the Order and possible recommendations for future committee items.

ADJOURN

Next Meeting

Wednesday, September 21, 2016 | 3:30-5:00PM | MCCVB Conference Room

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