

AGENDA

Sales Committee Meeting
Wednesday, January 18, 2017 | 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. Meeting Minutes from November 16, 2016 Sales Committee Meeting
Recommended Action: Approve Minutes
- B. Monthly Reports
Recommended Action: Receive Monthly Reports

REGULAR AGENDA

NEW BUSINESS

- A. Market Overview
Recommended Action: Market update from Regional Sales Executive.
- B. Sales Committee Survey Results
Recommended Action: VP of Marketing to present Sales Committee survey results and next steps.
- C. 90 Day Recap
Recommended Action: Mark to present first 90 day recap of findings and reports.
- D. 2019 US Open Hospitality Proposal
Recommended Action: Discuss sponsorship opportunity from Pebble Beach.
- E. Reports Dashboard Update
Recommended Action: Discuss updates from Reporting & Data Task Force and receive overview/update on overall report data.
- F. MCCVB Sales Retreat Agenda Review
Recommended Action: Discussion of Sales Team agenda while in Monterey

GOOD OF THE ORDER

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

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

AGENDA

ADJOURN

Next Meeting

Wednesday, March 15, 2017 | 3:30-5:00PM | MCCVB Conference Room

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