

AGENDA

Sales Committee Meeting
Wednesday, January 24, 2018 | 3:00PM- 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 8th Sales Committee Meeting
Recommended Action: Approve Minutes
- B. Monthly Reports
Recommended Action: Receive Monthly Reports

REGULAR AGENDA

NEW BUSINESS

- A. Client Advisory Board Update
Recommended Action: Receive information on agenda and attendees
- B. Conference Center Update
Recommended Action: Receive information on opening and sales
- C. March Sales in Monterey
Recommended Action: Discuss ways to jump start March sales in the destination
- D. San Francisco Travel
Recommended Action: Discuss proposed fee schedule from SF Travel
- E. CalSAE Elevate 2018
Recommended Action: Discuss planning and community involvement for CalSAE Elevate 2018 in Monterey
- F. Sales Committee Meeting Date Change
Recommended Action: Discuss date conflict for next Sales Committee meeting during Elevate
- G. Reports Dashboard Update & Verification Report

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

AGENDA

Recommended Action: Update on overall report data and group discussion to continue use of verification report

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
March 21, 2018 | 3:00-5:00PM | MCCVB Conference Room

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