

AGENDA

Sales Committee Meeting
Wednesday, March 15, 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 January 18th Sales Committee Meeting
Recommended Action: Approve Minutes
- B. Monthly Reports
Recommended Action: Receive Monthly Reports

REGULAR AGENDA

NEW BUSINESS

- A. Tour & Travel Presentation
Recommended Action: Discussion about measurement and deliverables
- B. Meeting Planner Survey
Recommended Action: Update and discussion about next steps in data collection
- C. Reports Dashboard Update
Recommended Action: Discuss updates from Reporting & Data Task Force and receive overview/update on overall report data.
- D. Sales & Marketing Plan Formation
Recommended Action: Presentation and discussion for 2017-2018 strategic objectives
- E. Date Change for May Meeting
Recommended Action: Schedule conflict for meeting date and recommendation for alternate date

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

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

AGENDA

Next Meeting
May TBD | 3:30-5:00PM | MCCVB Conference Room

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