

Minutes

Sales Committee Meeting
Wednesday, November 16, 2016 | 3:30PM- 5:00PM
MCCVB Conference Room

Committee Members Present

Heidi Bettencourt Terri D'Ayon Joyce
Andrea Ferrara Tim Kessler
David Lambert Safarina Maluki
Timothy McGill Steve McNally
Doug Phillips Julie Weaver
Todd Wessing
Nancy Williams

Staff Present

Mark McMinn
Marissa Reader
Robert Row
Rob O'Keefe

Absent

Lydia Bates
Blanca Erben
Cathy Faber
Rodney Morrow
Chase Ramirez

Public

Janine Chicourrat
Carol Chorbajian
Kate McDonald Brown
Chris Whitman

CALL TO ORDER: Steve McNally called the meeting to order at 3:30pm.

PUBLIC COMMENT: Doug Phillips shared news of a potential delay in the Monterey Conference Center renovation, with completion date of March 24, 2017 still official. Advised that they have reached out to notify incoming groups during that timeframe and have created a contingency plan.

Terri D'Ayon Joyce, Safarina Maluki and Timothy McGill arrived at 3:32pm.

MEMBER AND STAFF ANNOUNCEMENTS: Mark McMinn, VP of Sales gave a brief introduction to the group, his history and immediate priorities. Has spent the first 30 days getting to know members of the community and will now shift to focus on digging deeper into the business. Mark also welcomed Chris Whitman the new Director of Sales at Quail Lodge to the committee (to be ratified by the Board at its January meeting).

CONSENT AGENDA

Motion to approve consent agenda, M/C/S, Julie Weaver, Terri D'Ayon Joyce, Unanimous

REGULAR AGENDA

NEW BUSINESS

A. Market Overview

Liz Kara gave a brief update from her market in Chicago. Noted that she is working mostly with third parties, association and incentive planners. Trends she is seeing in the industry include safety/ security and a shorter response time for RFP's. The biggest objection she hears regarding bringing groups to our area is rate as she is educating people on the destination and how to get here.

Rob O'Keefe and Robert Row gave an update on the research survey they are conducting. Noted less than half of the responses have been received leading the data to be inconclusive at this time. Asked for more participation from GM's and DOS so they can dig in deeper and set goals. Rob reviewed a brief presentation of the results so far. Discussion ensued.

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B. Reporting & Data Task Force

Marissa Reader provided a recap from the last Sales Task Force Meeting and changes made to the reports as requested. RNI report has been cancelled and still waiting for a few booking verification reports to be returned. The Lost Business and Tradeshow ROI Report were added to the regular agenda, other reports included in consent agenda as requested. Mark to provide summary report of key points at next Sales Committee meeting.

GOOD OF THE ORDER

Safafina Maluki announced Hotel Abrego will be renovating their pool and spa area, expected completion by the end of January. Terri D'Ayon Joyce announced the Portola Hotel lobby renovation has started this week and is expected to last 8 weeks. Timothy McGill mentioned they are still in the planning stages of a future renovations at Asilomar Conference Grounds and are waiting for government approval. Andrea Ferrara mentioned their model room is complete at Embassy Suites and the lobby renovation will begin in January.

ADJOURN: The meeting adjourned at 4:24pm.

Next Meeting

Wednesday, January 18, 2017 | 3:30-5:00PM | MCCVB Conference Room

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