

AGENDA

Sales Committee Meeting
Wednesday, September 21, 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 August 11, 2016 Sales Committee Meeting
Recommended Action: Approve Minutes
- B. Monthly Reports
Recommended Action: Accept Monthly Reports

REGULAR AGENDA

NEW BUSINESS

- A. Market Overview
Recommended Action: Market update from Regional Sales Executive, VP of Marketing and Market Intelligence Specialist.
- B. Reporting & Data Task Force
Recommended Action: Discuss updates from Reporting & Data Task Force Meeting and action items.
- C. Monterey Conference Center
Recommended Action: Receive and discuss updates on MCC

OLD BUSINESS

- A. Future Sales Event & Sponsorship Plans
Recommended Action: Review the trade show, client event and sponsorship plans.
Updates on Northstar Leadership Forum opportunity.

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, November 16, 2016 | 3:30-5:00PM | MCCVB Conference Room

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