

Minutes

Sales Committee Meeting
Thursday, August 11, 2016 | 3:30PM- 5:00PM
MCCVB Conference Room

Committee Members Present

Lydia Bates
Terri D'Ayon Joyce
Andrea Ferrara
David Lambert
Timothy McGill
Rodney Morrow
Julie Weaver
Nancy Williams

Bob Buescher
Blanca Erben
Tim Kessler
Safarina Maluki
Steve McNally
Chase Ramirez
Todd Wessing

Staff Present

Tammy Blount
Marissa Reader

Public

Rene Boskoff
Janine Chicourrat
Carol Chorbajian
Fady Hana
Randy Venard

Absent

Craig Barkdull
Heidi Bettencourt
Cathy Faber

CALL TO ORDER: Steve McNally called the meeting to order at 3:35pm.

Carol Chorbajian, Janine Chicourrat and Julie Weaver arrived at 3:38pm.

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS: Tammy Blount announced the departure of Scott Wilson and Elizabeth Pemberton as well as introduced Robert Row the new Marketing Intelligence Specialist. Tammy requested that committee members return the 2015-16 booked business audits to MCCVB at their earliest convenience.

CONSENT AGENDA

Motion to approve consent agenda, M/C/S, Timothy McGill, Terry D'Ayon Joyce, Unanimous

REGULAR AGENDA

NEW BUSINESS

A. Sales Committee Introductions

Committee members as well as guests present introduced themselves and shared their backgrounds.

B. Sales Committee Purpose

Tammy Blount discussed the scope and purpose of the sales committee, and how the MCCVB can provide the best ROI for the hotel community. Steve McNally suggested the creation of a task force to review reporting best practices. Discussion ensued. Lydia Bates, Terri D'Ayon Joyce, Dave Lambert, Andrea Ferrara, Blanca Erben and Todd Wessing volunteered to participate in the review of reports and data to be presented to the sales committee. Steve also asked committee members to share what they would like to see happen in this years' meetings. Suggestions were made to incorporate market updates from the Sales Executives, share market intelligence and trends, facilitate discussions about how we can work best as a community to grow business, and evaluate lost business as a group.

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C. MCCVB 2016-17 Goals

Tammy Blount reviewed 2016-17 goals for booked room nights and the focus on building new business and maintaining returning customers. Suggestion was made to reevaluate goals once audit numbers are returned. Discussion ensued.

D. Monterey Conference Center

Nancy Williams announced updates on the MCC renovation with the arrival of steel and the pace of construction picking up. MCC availability report was also introduced to the group regarding future bookings and availability. Nancy also offered that there will soon be a reformatted pace report that can be shared with the group, and that any properties wishing to receive updates on what groups are in town can contact her to be put on the distribution list. Discussion ensued.

Safarina Maluki departed at 3:25pm.

E. ROI tracking for Trade Shows, Client Events, and Sponsorships

Tammy Blount introduced the new ROI tracking reports that will be updated each month, and reviewed two post show reports with the group. Suggestion made for task force to also evaluate ROI and post show reports and for any report modification suggestions to be sent to Marissa Reader.

Julie Weaver departed at 4:45pm.

F. 2017 July - December Plans

Steve McNally introduced the 2017 July- December trade show, client events and sponsorship plans for the committee to review. The committee was asked to review the list and advise at the next meeting if they have suggested adjustments.

GOOD OF THE ORDER

Tammy Blount introduced the Northstar Leadership Forum sponsorship opportunity for discussion. Recommended action to inquire further and add to next month's committee meeting agenda.

ADJOURN: The meeting adjourned at 5:15pm.

Next Meeting

Wednesday, September 21, 2016 | 3:30-5:00PM | MCCVB Conference Room

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