

# MINUTES

Sales Committee Meeting  
Wednesday, March 15, 2017 | 3:30PM- 5:00PM

## MCCVB Conference Room

### Committee Members Present

Lydia Bates  
Terri D'Ayon Joyce  
Andrea Ferrara  
David Lambert  
Steve McNally  
Todd Wessing

Heidi Bettencourt  
Cathy Faber  
Tim Kessler  
Timothy McGill  
Julie Weaver  
Nancy Williams

### Staff Present

Mark McMinn  
Marissa Reader  
Robert Row  
**David Cater**

### Public

Bob Buescher  
Mairead Hennessy  
Christine Russo Robertson

### Absent

Blanca Erben  
Safarina Maluki  
Rodney Morrow  
Chase Ramirez  
Chris Whitman

**CALL TO ORDER:** Steve McNally called the meeting to order at 3:32pm.

**PUBLIC COMMENT:** None

**MEMBER AND STAFF ANNOUNCEMENTS:** None

**CONSENT AGENDA:** Motion to approve consent agenda, M/C/S, Julie Weaver, Heidi Bettencourt, Unanimous

## REGULAR AGENDA

### NEW BUSINESS

#### A. Tour & Travel Presentation

Robert Row presented an overview of trends from the 2015 Tourism Economics report and a profile of China travelers. David Cater presented a SWOT Analysis of the top international markets coming to Monterey County and how to engage them. Discussion ensued. Robert also introduced the creation of an International Scorecard for better tracking in the next fiscal year.

#### B. Meeting Planner Survey

Robert Row provided an update regarding the Meeting Planner Survey data collection process and when results can be expected. The questions were provided to the committee for review, discussion ensued.

#### C. Reports Dashboard Update

Mark McMinn discussed updates from the Reporting & Data Task Force meeting on February 23<sup>rd</sup> and the introduced the new Group Sales & Services infograph. The Booking Verification report was also reviewed and discussed by the group.

#### D. Sales & Marketing Plan Formation

Mark presented the 2017-2018 strategic objectives for the Group Sales, Tour & Travel and Strategic Client Services teams. Metrics and how to achieve them were presented to the group for review and recommendation.

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

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## E. Date Change for May Meeting

A schedule conflict for the May meeting date was presented and the committee recommended an alternate date of May 8, 2017.

## GOOD OF THE ORDER

Nancy Williams provided an update on the MCC construction noting drywall has arrived and windows have been installed. Looking at a mid-summer completion date and have reached out to upcoming groups affected by the delay.

**ADJOURN:** The meeting adjourned at 4:59pm.

Next Meeting  
Monday, May 8th | 3:30-5:00PM | MCCVB Conference Room

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