

AGENDA

Sales Committee Meeting
Wednesday, May 9, 2018 | 3:00PM- 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 March 14th Sales Committee Meeting
Recommended Action: Approve Minutes
- B. Monthly Reports
Recommended Action: Receive Monthly Reports

REGULAR AGENDA

NEW BUSINESS

- A. Group Campaign Update
Recommended Action: Presentation and discussion of group marketing campaign
- B. MCCVB Sales Budget Plan Priorities for FY 2018-2019
Recommended Action: Presentation and discussion of 2018-2019 strategic objectives
- C. CAB Follow Up Discussion: Emergency Plan distribution and revisiting comp set selection
Recommended Action: Discuss CAB's suggestions regarding emergency plans and comp set review
- D. Reports Dashboard Update
Recommended Action: Update on overall report data

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
July TBD, 2018 | 3:00-5:00PM | MCCVB Conference Room

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