

# AGENDA

Special Sales Committee Meeting  
Friday, April 21, 2017 | 3:00PM- 4:30PM  
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

## REGULAR AGENDA

### OLD BUSINESS

- A. Monterey Conference Center  
Recommended Action: Follow-up discussion of MCCVB strategy for MCC

### 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  
May 8, 2017 | 3:30-5:00PM | MCCVB Conference Room

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