

MINUTES

Sales Committee Meeting
Wednesday, July 26, 2017 | 3:00PM- 5:00PM
MCCVB Conference Room

Committee Members Present

Cathy Faber Terri D'Ayon Joyce
John Turner Dave Lambert
Doug Phillips Tim McGill
Lydia Bates Andrea Ferrara
Julie Weaver

Staff Present

Mark McMinn
Jeniffer Kocher
Robert Row
Gina Archuleta
Robert O'Keefe

Public

Tammy Blount
Janine Chicourrat

Absent

Chris Whitman
Todd Wessing
Rodney Morrow
Chase Martinez
Heidi Bettencourt
Gretchen Baldwin
Tim Kessler

CALL TO ORDER: John Turner called the meeting to order at 3:03 pm.

PUBLIC COMMENT

No comment.

MEMBER AND STAFF ANNOUNCEMENTS: Mark McMinn, Vice President of Sales, MCCVB announced Marissa Reader's promotion to Director of Client Services, Gina Archuleta has come on board at the Business Development Specialist, Christina Lomeli-Anaya is the new Sales Coordinator, and Nani Almanza as the new Strategic Client Services Specialist. Joe Marcy has been inducted as the President of the MPI SoCal Chapter and Tammy Blount is now Chair of Destination International. Cathy Faber, Director of Sales, InterContinental The Clement announced that the "C" restaurant is hiring. Terri D'Ayon Joyce, Director of Sales, Portola Hotel & Spa, announced they are looking to fill the position of Director of Revenue. Andrea Ferrara, Director of Sales, Embassy Suites Monterey Bay-Seaside announced that renovations are coming along. All rooms and meetings spaces are done. Lobby and restaurant are due to be complete first week of August. New hires have joined the Sales and Convention Services teams. Hiring for Assistant General Manager and Director of Rooms. Doug Phillips, General Manager, Monterey Conference Center announced construction is in the final phase of drywall, paint and lighting. Full Portola Driveway and fountain unveiling set for mid-August. MCC slated for opening on November 1st.

CONSENT AGENDA

- A. Meeting Minutes from May 8th Special Sales Committee Meeting
Recommended Action: Approve Minutes
- B. Monthly Reports
Recommended Action: Receive Monthly Reports

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MINUTES

REGULAR AGENDA

NEW BUSINESS

- A. Strategic Business Development Specialist Presentation
Gina Archuleta gave a brief presentation of her professional background and the accomplishments she has made in the first few weeks of employment. She has been able to funnel through 30 new prospect leads to the Regional Sales Executives. No public comment.

- B. MCCVB Co-ops
Mark McMinn gave an overview of all the Co-op Opportunities for the remainder of the 2017-18 Fiscal year as well as what is projected through the end of the 2018 calendar year. Co-op registration link for opportunities in 2017 will go live on August 1st and the remainder of the opportunities beginning in January 2018, will go live on October 1st. The vision for the new year and going forward is focus on the larger industry shows only and more on bringing the destination to client and the client to the destination. This will be achieved through structured FAMS and in-market Sales Missions. No public comment.

- C. Meeting Planner Survey
Rob O'Keefe and Robert Row gave a short presentation on the results from the Meeting Planner Survey. Over 40% of the planners surveyed expressed they have never held a program in Monterey County. This presents a lot of opportunity for new business. The top draw for the area is the scenic beauty. Largest set back is accessibility. Questions arose during discussion. All questions will be answered by staff via email. No public comment.

- D. CalSAE Elevate 2018
Mark McMinn discussed the opportunities available with CalSAE Elevate coming to Monterey on March 20-22, 2018. Last time our destination hosted this program was in 2011. Opportunity for partner sponsorship between the MCCVB and the Monterey Bay Aquarium to host the "Party with the Planners". Opportunity with hotel partners to host pre and post program FAMS for C Level clients.

- E. Reports Dashboard Update
Mark McMinn is working on creating a new pace report that can be pulled directly through our CRM. Sales ended the year at 65% of annual goal.

GOOD OF THE ORDER

Janine Chiccourat proposed monthly business development updates and announced Portola Hotel & Spa's New Year's Eve Party. Julie Weaver applauded the MCCVB for the new direction with FAMS. John Turner commented on how to combat the issues of accessibility perception. Andrea Ferrara recognized the opportunity to educate planners on our destination. Cathy Faber recognized the opportunity to market our destination as "exclusive". Lydia Bates requested that MCCVB Sales Executives be

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put on a rotation for Sales Committee meetings to give brief presentations on updates on their markets and business funnels. Doug Phillips expressed that the MCC's opening vision is to have three Grand Opening events: one for the community, one for stakeholders, one for clients.

ADJOURN: The meeting adjourned at 4:29 pm.

Next Meeting
September 13, 2017 | 3:00-5:00PM | MCCVB Conference Room

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