

# Monterey County Convention & Visitors Bureau Customer Advisory Board Spring Meeting 2013 March 21 – 23, 2013

## *Agenda*

### Thursday • March 21<sup>st</sup>

**9:00 am – 1:00 p.m.**      **Destination Orientation Tour**

**1:30 p.m.**              **First Time Attendee Orientation**

**2:30 p.m.**              **Depart Carmel Mission Inn for The Sunset Center**

**2:45 – 3:00 p.m.**      **Refreshments**

**3:00 – 5:15 p.m.**

#### **Opening Session**

- ⇒ *Welcome & Introductions* *Nancy Morrell Swanson*
- ⇒ *State of the Destination* *Tammy Blount*
- ⇒ *Updates since last Meeting* *Charlie Spiegel*
- ⇒ *Sales Overview* *Charlie Spiegel*

#### **Session Objective:**

- 1) To give Board Members the CEO's perspective and vision on Monterey as a destination and initiatives that will be the focus for the future.
- 2) To report on progress on Board recommendations from the last meeting.
- 3) To give Board Members an overview of MCCVB's sales analysis (market segments, market origin, competitive set, marketing spend, etc.) that will help them to give more thoughtful input.

**6:30 – 8:30 p.m.**      **Reception/Dinner (Grasing's)**

## Friday • March 22<sup>nd</sup>

7:30 – 8:15 a.m.      **Breakfast**

8:30 – 10:00 a.m.

**General Session**

⇒ *Branding*

*Rob O'Keefe*

**Session Objective:**

To get feedback on new concepts for branding Monterey County.

10:00 – 10:30 a.m.      **Break**

10:30 – Noon

**General and Gallery**

⇒ *Trends Influencing our Business*

*Board Members*

**Session Objective:**

Board Members will give their perspective on the industry outlook for the next 3-5 years and Identify their key issues and concerns.

12:15 – 1:00

**Lunch**

1:15 – 2:30 p.m.

**General Session**

⇒ *Monterey Conference Center*

*Bob Cowdrey*

**Session Objective:**

To review plans for renovation and expansion and get Board input on the proposed plan.

2:30 – 3:00 p.m.

**Short Break**

3:00 – 4:00 p.m.

**General Session**

⇒ *Carmel-by-the-Sea/Sunset Center Opportunities*

*Safarina Maluki  
Christine Sandin  
Carrie Theis*

**Session Objective:**

To get feedback from the board on the new concept of marketing Carmel-by-the-Sea as a meeting destination utilizing multiple inns and hotels and the Sunset Center.

4:00 – 4:30 p.m.

**General Session**

⇒ *Wrap Up*

6:30 – 9:00 p.m.

**Reception/Dinner (Anton & Michel)**

## Saturday • March 23<sup>rd</sup>

**Breakfast**

9:00 a.m. – 1:00 p.m.

**Destination Overview Tour**

**Departures**