

AGENDA

MCCVB Sales Committee - Regular Meeting
Wednesday, April 14th, 2021; 3:00pm – 4:30pm
Zoom Conference: <https://us02web.zoom.us/j/84920510278>
Meeting ID: 849 2051 0278
Dial In Phone Number: (669) 900-9128

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 Committee.

MEMBER AND STAFF ANNOUNCEMENTS

CONSENT AGENDA

- A. Minutes from Joint January 15, 2021 Sales & Marketing Joint Committee Meeting
Recommended Action: Approve minutes as presented.
- B. Monthly Reports
Recommended Action: Receive March 2021 Reports.

REGULAR AGENDA

New Business

- A. Review Current Business Development Activities
Recommended Action: Review and discuss upcoming business development travel plans and co-op opportunities. Provide MCCVB Staff with feedback.
- B. Fiscal Year 2021-2022 Business Plan and Goal Setting
Recommended Action: Receive presentation and discuss group marketing and sales plan. Provide MCCVB Staff with feedback
- C. Monterey County Event Updates
Recommended Action: Review and discuss upcoming marquee events.

GOOD OF THE ORDER

NEXT MEETING: TBD

ADJOURN