

## MINUTES

MCCVB Sales & Marketing Committee – Joint Meeting  
Wednesday, August 12<sup>th</sup>, 2020; 3:00pm – 4:00pm  
Virtual Meeting-Zoom

### Committee Members

#### Present

Janine Chicourrat  
Gretchen Baldwin  
Sammy Ramos  
Cathy Faber  
Christine Russo Robertson  
Todd Wessing  
Alissa O'Briant  
Doug Phillips  
Amy Herzog  
April Montgomery  
Bina Patel  
Elizabeth Vitarisi Suro

Dawn Aronson  
Heidi Bettencourt  
Terri D'Ayon Joyce  
Tracy Hunter  
Chase Ramirez  
Tim Ryan  
Terri D'Ayon Joyce  
Mimi Hahn  
Rick Aldinger  
Elizabeth Walden Smith  
Kimbley Craig  
Matt Mogensen

#### Staff Present

Rob O'Keefe  
Marissa Reader  
Lauren Siring  
Joe Marcy  
Kimber Tabscott  
Jeniffer Kocher

**Public**  
Carol Chorbajian

#### Absent

Andrea Ferrara  
Tim Kessler  
Stuart Evans  
Timothy McGill  
Craig Barkdull  
Barry Toepke  
Anita Cowen  
Kim Stemler  
Jackie Olsen  
Erik Uppman  
Mike Freed

CALL TO ORDER: Janine Chicourrat called the meeting to order at 3:02 pm.

PUBLIC COMMENT: None.

MEMBER AND STAFF ANNOUNCEMENTS: Rob O'Keefe updated the Committee on Jeniffer Kocher's achievement of industry credentials (Certified Destination Management Executive) and MCCVB's search for a VP of Group Business Development.

#### CONSENT AGENDA:

A. Meeting Minutes from May 7, 2020 Sales Committee Meeting and December 3, 2019 Marketing Committee Meeting

B. Monthly Reports

There was a motion to approve consent agenda as presented. M/S, Rick Aldinger/ Kimbley Craig. The motion passed unanimously.

#### REGULAR AGENDA

New Business

A. Marketing Recovery Plan

Rob presented the latest situation analysis on the impact of COVID-19 on Monterey County. Property and business updates were provided by committee members.

MCCVB's FY2020-21 Recovery Plan was presented to the group and Q1 marketing and business development updates were discussed. These included the Responsible Travel Initiative, the Road to Inspiration Campaign, Clean Lodging Commitment, media coverage and group business productivity. Q2 planning strategies were discussed by the committee. A Meetings and Events Task Force update was provided by Doug Phillips. Discussion ensued including the Committee's collective

# MONTEREY

MONTEREY COUNTY CONVENTION

anticipation of the protocols' presentation to the County Supervisors and Health Department.

GOOD OF THE ORDER None.

## NEXT MEETINGS:

Wednesday, October 21<sup>st</sup>- 1:00pm-2:30pm: Marketing Committee (Virtual)

Wednesday, October 21<sup>st</sup>- 3:00pm-4:30pm: Sales Committee (Virtual)

ADJOURN: The meeting adjourned at 4:22pm.