

## MINUTES

MCCVB Joint Marketing & Sales Committee - Regular Meeting  
Wednesday, August 3, 2022 3:00pm – 4:30pm

The meeting was called to order by Erik Uppman at 3:03 pm

Marketing Committee Members Present: Erik, Uppman, Amy Herzog, Dana Allen-Greil, Jonathon Carpenter, Kim Stemler, Nat Rojanasathira, Rick Aldinger

Sales Committee Members Present: Alissa O’Briant, Anita Cowen, Cathy Faber, Gretchen Baldwin, Heidi Bettencourt, Mark Ley, Sammy Ramos, Susan Gregory, Terri D’Ayon Joyce

Committee Members Absent: Donna Langley, Andrea Ferrara, Casey Swanston-Edwards, Chase Ramirez, Christina Richardson, Craig Barkdull, Tim Kessler, Will Elkington, Barry Toepke, Bina Patel

Advisors Present: Doug Phillips, Christine Russo-Robertson

Public: None

Staff: Rob O’Keefe, Lindsey Stevens, Teresa Savage, Leslie Chavez, Marissa Reader, Hōkū Young, Sandy Huerta, Marciana Yeater, Lauren Siring, Joe Marcy, David Cater

### PUBLIC COMMENT

MEMBER AND STAFF ANNOUNCEMENTS Marketing Chair, Erik Uppman, welcomed Nat Rojanasathira and Jonathon Carpenter to the Marketing Committee, and as well as Susan Gregory to the Sales Committee.

Teresa Savage congratulates team member Lindsey Stevens for receiving the CalTravel’s Rising Star Award and Lauren Siring for her role as incoming President of MPI Sacramento/Sierra Nevada chapter and as the recipient of the SmartMeetings Smart Woman Award.

Rob O’Keefe gives an update on the strategic planning process, Visit California state funding, and the upcoming TID rate assessment renewal.

### CONSENT AGENDA

A. Minutes of the January 19, 2021 Joint Marketing and Sales Committee Meeting

B. Monthly Reports

There was a motion to approve the Consent Agenda as presented. M/S Rick Aldinger / Gretchen Baldwin. The motion carried.

### REGULAR AGENDA

New Business

A. FY 2021-22 Year-End Results

- MCCVB gave a presentation on the activity and results of the Sales and Marketing programing.
- No public comment

B. FY 2022-23 Sales & Marketing Business Plan

# MONTEREY

MONTEREY COUNTY CONVENTION

- MCCVB presented the FY 2022-23 Sales and Marketing Business Plan
- No public comment

GOOD OF THE ORDER None.

NEXT MEETINGS:

Tuesday, October 18, 2022- 3:00pm-4:30pm: Marketing Committee (Virtual)

Wednesday, October 19, 2022- 3:00pm-4:30pm: Sales Committee (Virtual)

ADJOURN

Erik Uppman adjourned the meeting at 4:28 pm