

# AGENDA

Sales Committee Meeting  
Wednesday, March 14 2018 | 3:00PM- 5:00PM  
MCCVB Conference Room

## 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 MCCVB Sales Committee.) Committee members may respond briefly to statements made or questions posed. They may ask a question for clarification; make a referral to staff for factual information, or request staff to report back to the Committee at a future meeting but no deliberation may occur.

## MEMBER AND STAFF ANNOUNCEMENTS

## CONSENT AGENDA

- A. Meeting Minutes from January 24th Sales Committee Meeting  
Recommended Action: Approve Minutes
- B. Monthly Reports  
Recommended Action: Receive Monthly Reports

## REGULAR AGENDA

## NEW BUSINESS

- A. Client Advisory Board Recap  
Recommended Action: Discuss feedback received from Client Advisory Board
- B. Conference Center Update  
Recommended Action: Receive information on opening and sales
- C. San Francisco Travel Update  
Recommended Action: Receive additional information on proposed fee schedule from SF Travel
- D. MCCVB Sales Budget Plan Priorities for FY 2018-2019  
Recommended Action: Presentation and discussion for 2018-2019 strategic objectives
- E. Reports Dashboard Update  
Recommended Action: Update on overall report data and group discussion to continue use of verification report
- F. Sales Committee Meeting Date Change  
Recommended Action: Discuss date conflict for next Sales Committee meeting during HelmsBriscoe Annual Business Conference (Mark McMinn is out of town at that meeting)

**MCCVB MISSION:** Drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests, members and community.

# AGENDA

## GOOD OF THE ORDER

Information: Comments from members of the Committee for the Good of the Order and possible recommendations for future committee items.

## ADJOURN

Next Meeting  
May 2, 2018 | 3:00-5:00PM | MCCVB Conference Room

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