AGENDA

Sales Committee Meeting
Wednesday, September 13, 2017 | 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 July 26th Sales Committee Meeting
   Recommended Action: Approve Minutes
B. Monthly Reports
   Recommended Action: Receive Monthly Reports

REGULAR AGENDA

NEW BUSINESS
A. Strategic Client Services Team Introductions
   Recommended Action: Introductions of personnel and scope of work

B. MCCVB Meetings Blog
   Recommended Action: Receive presentation and offer feedback

C. FAMS & Site Participation
   Recommended Action: Discussion of how to best "wow" clients during visits and FAMS

D. MCC Grand Opening Activities Brainstorming
   Recommended Action: Group discussion on ways to celebrate and identify marketing opportunities

E. MCCVB "New" Pace Report
   Recommended Action: Receive presentation and offer feedback

F. Reports Dashboard Update
   Recommended Action: Update on overall report data

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

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

ADJOURN

Next Meeting
November 8, 2017 | 3:00-5:00PM | MCCVB Conference Room

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Big Sur | Carmel-by-the-Sea | Carmel Valley | Del Rey Oaks | Marina | Monterey
Moss Landing | Pacific Grove | Pebble Beach | Salinas | Salinas Valley | Sand City | Seaside