

# MINUTES

Sales Committee Meeting  
Wednesday, November 8, 2017 | 3:00PM- 5:00PM  
MCCVB Conference Room

## Committee Members Present

Heidi Bettencourt Terri D'Ayon Joyce  
John Turner Tim Kessler  
Andrea Ferrara Timothy McGill  
Rodney Morrow Julie Weaver  
Todd Wessing Nancy Whitman  
Joshua Eisenberg

## Staff Present

Mark McMinn  
Marissa Reader  
Brandi Hardy

## Public

None

## Absent

Craig Barkdull  
Lydia Bates  
Heidi Bettencourt  
Cathy Faber  
Chase Ramirez  
Gretchen Baldwin  
David Lambert

**CALL TO ORDER:** John Turner called the meeting to order at 3:04 pm.

**PUBLIC COMMENT:** None

**MEMBER AND STAFF ANNOUNCEMENTS:** John Turner, General Manager, Intercontinental The Clement announced that they are upgrading patio furniture, drapes and adding Nespresso machines to the guest rooms. Nancy Whitman, Director of Sales & Events, Monterey Conference Center announced construction is in the final phases and will open in January. A new website and brochures are also forthcoming. Julie Weaver, General Manager, Pebble Beach Resorts announced Phase 3 of lodge renovations are underway and all renovations will be completed by the US Open 2019. Heidi Bettencourt, Director of Sales, Monterey Tides announced they have a new General Manager, Sal Abunza and are renovating their meeting space. Andrea Ferrara, Director of Sales, Embassy Suites Monterey Bay-Seaside announced that renovations close to complete and invited the group to the grand opening party. Terri D'Ayon Joyce, Director of Sales, Portola Hotel & Spa, announced the hotel has partnered with ALHI and are beginning renovations on the spa building. Rodney Morrow, Director of Sales, Carmel Valley Ranch announced the start of renovations to 139 of their guestrooms and meeting space beginning in February. Tim Kessler, Director of Sales, Monterey Plaza announced an FFE upgrade on building three will begin soon.

**CONSENT AGENDA:** Motion to approve consent agenda, M/C/S, Julie Weaver, Terri D'Ayon Joyce, Unanimous

## REGULAR AGENDA

### NEW BUSINESS

- A. MCCVB Booking Verification Report

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

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Mark McMinn led a group discussion regarding the continued use of the verification report asking if it was still useful and do the hotels find value in. Discussed how the MCCVB has made changes to our booking processes as a result of this exercise. Discussion ensued, motion made to continue use of report, M/C/S, Timothy McGill, Heidi Bettencourt, Unanimous

**B. Property Lead Funnel Report**

Mark McMinn introduced new individual property lead reports to showcase current open leads and a recap of groups booked through the CVB in the future at each hotel property. Motion made to have this report sent out each month to Sales Committee, M/C/S, Terri D'Ayon Joyce, Timothy McGill, Unanimous

**C. Monterey Champions Program**

Mark McMinn led the discussion on how to engage the civic and business community to help channel business meetings to Monterey. Discussion ensued. Committee found it to be a good program but has limitations and not the best use of sales resources. Recommended marketing & community relations, MCHA and the Chamber of Commerce become involved.

**D. Reports Dashboard Update**

Mark McMinn provided an update on overall report data with sales currently sitting at 29% of year end booking goal. Noted Cvent leads to the destination are up 33% and that there has been an increase in unique meeting planners using Cvent. Discussion ensued.

**E. Client Advisory Board Update**

Mark McMinn announced the addition of a new facilitator David Klimn and that the event will take place January 31<sup>st</sup> to February 2<sup>nd</sup>, 2018. New CAB format will recognize alumni members on night one, a joint meeting on day two and bring in the new CAB members on night two. Request made for Sales Committee members to contribute agenda ideas for the CAB to discuss and to provide potential new member names by November 28<sup>th</sup>.

**F. CalSAE Elevate 2018**

Mark McMinn discussed the opportunities available with CalSAE Elevate coming to Monterey on March 20-22, 2018 and how we can come together as a destination to wow the guests. Discussion ensued.

## GOOD OF THE ORDER

Mark McMinn announced the remote sales team will be in Monterey December 5-7<sup>th</sup> for a team retreat. John Turner proposed an agenda item for January's meeting on how to jump start sales in March in our destination as it can be slow booking period.

**ADJOURN:** The meeting adjourned at 4:09 pm.

Next Meeting  
January 24, 2018 | 3:00-5:00PM | MCCVB Conference Room

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