

## MINUTES

MCCVB Joint Sales & Marketing Committee – Regular Meeting

Wednesday, January 19, 2022 3:00pm – 4:30pm

Virtual Meeting-Zoom

Marketing Committee Members Present: Erik Uppman, Dana Allen-Greil, Amy Herzog, Barry Toepke, Bina Patel, Elizabeth Vitarisi Suro, Elizabeth Welden-Smith, Matthew Mogensen, Rick Aldinger, Kim Stemler, April Montgomery

Sales Committee Members Present: Teri Owens, Andrea Ferrara, Anita Cowen, Christina Richardson, Hilary Ebright, Donna Langley, Heidi Bettencourt, Hilary Ebright, Terri D’Ayon Joyce, Tracy Hunter, Alissa O’Briant, Cathy Faber, Christina Russo Robertson, Doug Phillips, Gretchen Baldwin, Mark Ley, Will Elkington,

Committee Members Absent: Jackie Olsen, Kimbley Craig, Casey Swanston Edwards, Chase Ramirez, Craig Barkdull, Heather Farnam, Linda Casey, Tim Kessler, Zach Melchiori, Nonnie Warren

Staff Present: Teresa Savage, Lindsey Stevens, Rob O’Keefe, Leslie Chavez, Marissa Reader, Maggie Ferraro, Jennifer Kocher, Rick Hud, Lauren Siring, Joe Marcy, David Cater, Vanessa Parra, Sandy Huerta, Rachel Dinkbokowitz, Mary Kelley Crnich

Public: None

CALL TO ORDER: Terri Owens called the meeting to order at 3:05pm

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS: Lindsey Stevens welcomed new MCCVB staff members Vanessa Para, Sandy Huerta, and Mary Kelley Crnich. Barry Toepke announced WeatherTech Laguna Seca Raceway will be closed November- April for repaving. Dana Allen-Greil announced the Monterey Bay Aquarium’s newest Deep Sea exhibit will open April 9th. Cathy Faber announced menu updates at the C Restaurant at the Intercontinental Hotel. Amy Herzog gave an update on Carmel Culinary Week. Alissa O’Briant announced that Bernardus Lodge has a new Executive Chef.

### CONSENT AGENDA

A. Minutes of the July 21, 2021 Joint Marketing and Sales Committee Meeting and Minutes of the January 7, 2022 Special Meeting

B. Monthly Reports

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

### REGULAR AGENDA

New Business

A. FY 2020-21 Mid-Year Results

MCCVB gave a presentation on the mid-year results of the Sales and Marketing programming. Discussion ensued around the “All In” marketing campaign, SMARI study results. No public comment.

# MONTEREY

MONTEREY COUNTY CONVENTION  
& VISITORS BUREAU

## B. Looking Ahead

MCCVB presented upcoming marketing campaigns, co-op events and market research findings. Discussion ensued around the Kind Traveler partnership opportunity and hosting industry events in the destination. Industry partnerships were also discussed with the committee providing feedback. No public comment.

GOOD OF THE ORDER: None.

## NEXT MEETING:

Wednesday, April 20, 2022- 3:00pm-4:30pm: Sales Committee

Wednesday, April 27, 2022 3:00pm-4:30pm: Marketing Committee

ADJOURN: Teri Owens adjourned the meeting at 4:37pm.