

AGENDA

MCCVB Joint Sales & Marketing Committee – Special Meeting
Friday, January 15, 2021; 1:00pm – 3:00pm
Zoom Conference: <https://us02web.zoom.us/j/81941763686>
Meeting ID: 819 4176 3686
Dial In Phone Number: (669) 900-9128

CALL TO ORDER

PUBLIC COMMENT

This portion of the meeting is reserved for members of the public to address the Board of Directors on any matter not on this agenda but under the jurisdiction of the MCCVB Board of Directors.

MEMBER AND STAFF ANNOUNCEMENTS

CONSENT AGENDA

- A. Meeting Minutes from August 12, 2020 Sales & Marketing Joint Committee Meeting
Recommended Action: Approve minutes as presented
- B. Monthly Reports
Recommended Action: Receive December Monthly Reports

REGULAR AGENDA

New Business

- A. Sales and Marketing Recovery
Recommended Action: Receive presentation and discuss results.
- B. Budget Reforecast Review
Recommended Action: Receive presentation and have discussion regarding budget reforecast
- C. Looking Ahead
Recommended Action: Discuss group marketing, group sales plan and leisure planning.

GOOD OF THE ORDER

NEXT MEETING:

Wednesday, April 21, 2021 1:00PM – 2:30PM: Marketing Committee (Virtual)
Wednesday, April 14, 2021 3:00PM – 4:30PM: Sales Committee (Virtual)

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