

AGENDA

Sales & Marketing Committees - Joint Special Meeting
Tuesday, August 6th, 2019 | 10:00AM - 11:30AM
Monterey Conference Center- Steinbeck 1A & 1B
1 Portola Plaza, Monterey CA 93940

CALL TO ORDER

PUBLIC COMMENT

(This portion of the meeting is reserved for members of the public to address the Sales & Marketing Committees on any matter not on this agenda but under the jurisdiction of the MCCVB Sales & Marketing Committees.) Committee members may respond briefly to statements made or questions posed. They may ask a question for clarification; make a referral to staff for information, or request staff to report to the Committee at a future meeting but no deliberation may occur.

MEMBER AND STAFF ANNOUNCEMENTS

REGULAR AGENDA

NEW BUSINESS

- A. Monterey County Brand Marketing Overview
Recommended Action: Receive presentation and have discussion regarding marketing concepts for group and leisure.

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 Marketing Committee Meeting
November 12, 2019 | 1:00-2:30PM | MCCVB Conference Room

Next Sales Committee Meeting
September 18, 2019 | 3:00-5:00PM | MCCVB Conference Room

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