

MINUTES

Sales & Marketing Joint Committee Meeting
Tuesday, August 6, 2019 | 10:00AM- 11:30AM
Monterey Conference Center

Committee Members

Present

Janine Chicourrat
Gretchen Baldwin
Anita Cowen
Joshua Eisenberg
Anna Hallock
Nick Del Pozzo
Todd Wessing
Chase Ramirez
Mimi Hahn
Jackie Olsen
Erik Uppman

Dawn Aronson
Heidi Bettencourt
Terri D'Ayon Joyce
Andrea Ferrara
Tracy Hunter
Timothy McGill
Nancy Whitman
Christine Russo-Robertson
Katie Denbo
Kim Stemler

Staff Present

Mark McMinn
Marissa Reader
Christina Lomeli Anaya
Rob O'Keefe
Jeanne Gallagher
Kimber Tabscott
Allyson Ryan
Lauren Siring

Absent

Cathy Faber
Hilary Ebright
Julie Weaver
Joshua Eisenberg
Rick Aldinger
April Montgomery
Bina Patel
Elizabeth Welden-Smith
Amy Herzog

Public

Doug Phillips Olga Maximoff Stephanie Cantero Susan Miller

CALL TO ORDER: Mimi Hahn called the meeting to order at 10:03 am.

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS: Rob O'Keefe shared the Car Week resources and interactive map available on SeeMonterey.com. Mark McMinn reminded the committees of the upcoming Annual Meeting on August 29th at the Hyatt Regency.

REGULAR AGENDA

NEW BUSINESS

A. Monterey County Brand Marketing Overview

Rob provided the committees background on information on: 1) definition of Brand; 2) Monterey County's brand positioning for Group and Leisure; and, 3) competitive information and a summary of Client feedback on what is important when booking a meeting and how Monterey County stands out. Rob reminded the audience of the significant amount of research that had been developed and reviewed in recent years with the Sales Committee, the Marketing Committee, the Customer Advisory Board and the Board of Directors.

He explained that both the Group and Leisure campaigns were evolving and the Committee reviewed some examples of how that works. Rob and Mark noted that Group content marketing was the primary focus and is further along.

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

MINUTES

Competitive Review – to further demonstrate how Monterey County can stand out, Mark and Rob walked through examples of how competitors were projecting their destination brands. There was discussion by the Committees on the ads. Additionally, examples of past Monterey County ads targeting Meetings/Conferences were reviewed.

FY19-20 Goals & Strategies – these were reviewed noting that the Board of Directors had approved them and they were being published in the upcoming Business Plan. The primary discussion was centered on Group Business Development and the need to drive familiarity through content marketing to ensure MCCVB and Hotel Sales teams were able to focus on the prospect’s needs.

Transformation – an overview of the new content campaign was presented for discussion. Mark noted that while Monterey County is incredibly inspiring, the BizDev team and the Hotel Sales teams had the opportunity to make a meeting/conference in Monterey County transformative – for the meeting planner, the meeting and the attendees.

There was an amount of discussion about the new campaign that included questions, suggestions and ideas. At one point the question was raised as to whether the real goal of the marketing was to drive awareness but it was shared that previous research including focus groups with the Customer Advisory Board showed that familiarity was the ultimate challenge – and also that inspiration was Monterey County’s “super power”. The MCCVB team just needed to use to demonstrate how it can create differentiation from other destinations. The “Transformation” campaign was the means to accomplish this.

Overall, the group was at near consensus that the campaign presented was compelling and true to the brand. MCCVB committed to further evolving the campaign with input from the Sales community – because this was more than an ad campaign, it is a new approach to selling the destination. Another comment was made about the Joint Meeting being an important opportunity for integrated thinking and more such meetings would be helpful. Mark and Rob committed to looking into making that happen.

GOOD OF THE ORDER: None.

ADJOURN: Mimi Hahn adjourned the meeting at 11:33am.

Next Sales Committee Meeting
October 2, 2019 | 3:00-5:00PM | Sanctuary Beach

Next Marketing Committee Meeting
November 12, 2019 | 1:00pm-2:30PM | 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.