

MONTEREY

MONTEREY COUNTY CONVENTION
& VISITORS BUREAU

MINUTES

MCCVB Joint Marketing and Sales Committee - Regular Meeting
Wednesday, July 21, 2020 3:00pm – 4:30pm

The meeting was called to order by Erik Uppman at 3:05pm

Marketing Committee Members Present: Erik Uppman, Amy Herzog, Bina Patel, Dan Allen-Griel, Elizabeth Welden-Smith, Kim Stemler, Rick Aldinger, Zach Melchiori

Sales Committee Members Present: Teri Owens, Andrea Ferrara, Anita Cowen, Casey Swanston Edwards, Cathy Faber, Heidi Bettencourt, Hilary Ebright, Terri D'Ayon Joyce, Donna Langely, Tracy Hunter, Will Elkington

Committee Members Absent: April Montgomery, Barry Toepke, Jackie Olsen, Kimbley Craig, Matthew Mogensen, Chase Ramirez, Craig Barkdull, Timothy McGill, Heather Farnam

Advisors Present: Doug Phillips, Christine Russo-Robertson

Public: Janine Chicourrat, Olga Maximoff, Emerson Brown

Staff: Teresa Savage, Lindsey Guinn, Jeniffer Kocher, Maggie Ferraro

PUBLIC COMMENT None.

MEMBER AND STAFF ANNOUNCEMENTS Marketing Chair, Erik Uppman, welcomed Zach Melchiori and Dana Allen-Griel to the Marketing Committee, and Sales Chair Teri Owens, welcomed Donna Langley.

CONSENT AGENDA

- A. Minutes of the January 15, 2021 Joint Marketing and Sales Committee Meeting
- B. Monthly Reports

There was a motion to approve the Consent Agenda as presented. M/S Tracy Hunter / Bina Patel. The motion carried with abstentions by: Rick Aldinger, Zach Melchiori, Teri Owens, and Andrea Ferrara.

REGULAR AGENDA

New Business

- A. FY 2020-21 Year-End Results

- MCCVB gave a presentation on the activity and results of the Sales and Marketing programming. Discussion ensued around the national "Now is Moment" marketing campaign and SMARI study results
- Kim Stemler entered the meeting at 3:29pm
- No public comment

- B. FY 2021-22 Sales and Marketing Business Plan

- MCCVB presented the FY 2021-22 Sales and Marketing Business Plan
- Discussion ensued around key strategies and segmentation
- Heidi Bettencourt entered the meeting at 4:00pm
- No public comment

GOOD OF THE ORDER None.

MONTEREY

MONTEREY COUNTY CONVENTION
& VISITORS BUREAU

Next Meeting Dates:

- Marketing Committee, Wednesday, October 13, 2021 3:00pm-4:30pm, Cannery Row Company Office
- Sales Committee, Wednesday, October 20, 2021- 3:00pm-4:30pm, TBD

Erik Uppman adjourned the meeting at 4:28pm

DRAFT