

AGENDA

MCCVB Sales Committee - Regular Meeting
Wednesday, January 15, 2020 | 3:00PM- 5:00PM
Marriott- Fin + Field Private Dining Room
350 Calle Principal, Monterey CA 93940

CALL TO ORDER

PUBLIC COMMENT

(This portion of the meeting is reserved for members of the public to address the Sales Committee on any matter not on this agenda but under the jurisdiction of the MCCVB Sales Committee.) 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

CONSENT AGENDA

- A. Meeting Minutes from November 13, 2019 Sales Committee Meeting
Recommended Action: Approve minutes as presented
- B. Monthly Reports
Recommended Action: Receive December Monthly Reports

REGULAR AGENDA

OLD BUSINESS

- A. 2020 Tradeshow and FAM Updates
Recommended Action: Receive updates regarding 2020 budget process and tradeshow planning.
- B. 2020 Pace
Recommended Action: Discuss 2020 MCC and MCCVB Pace updates.
- C. PCMA Convening Leaders Update
Recommended Action: Receive update on tradeshow and FAM outcomes.

NEW BUSINESS

- D. Joint Sales & Marketing Meeting – March
Recommended Action: Propose date for next joint meeting.
- E. Market Research Update
Recommended Action: Provide update and discuss approach.

GOOD OF THE ORDER

Information: Comments from members of the Committee for the Good of the Order and possible recommendations for future committee agenda items.

ADJOURN

Next Regularly Scheduled Meeting:
March 18, 2020 | 3:00-5:00PM | Carmel Mission Inn

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