

MINUTES

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

Committee Members

Present

Janine Chicourrat Gretchen Baldwin
Anita Cowen Terri D'Ayon Joyce
Joshua Eisenberg Nick Del Pozzo
Cathy Faber Andrea Ferrara
Timothy McGill Todd Wessing
Julie Weaver Nancy Whitman
Christine Russo-Robertson

Staff Present

Mark McMinn
Marissa Reader
Rob O'Keefe
Lauren Siring

Absent

Dawn Aronson
Hilary Ebright
Tim Kessler
Susan Gregory
Tracy Hunter
Chase Ramirez
Heidi Bettencourt

CALL TO ORDER: Janine Chicourrat called the meeting to order at 3:06 pm.

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS

Gretchen Baldwin announced the Marriott guestroom renovations will be completed by the end of June. Cathy Faber announced the InterContinental is looking for a Sales Manager, Catering Manager and Director of Catering. Timothy McGill announced Asilomar Conference Grounds is undergoing restoration projects on the exterior of their buildings and decks. Terri D'Ayon Joyce announced the Portola Hotel room refresh and meeting space updates are underway and should conclude in May. Christine Russo-Roberston announced the Monterey Bay Aquarium Viva Baja exhibit will be closing in August and a new exhibit will replace it opening in 2021. Rob O'Keefe announced April Locke, Director of Marketing Communications at the MCCVB has resigned and her last day is January 24th, 2020. Anita Cowen of Carmel Mission Inn announced the room renovation is nearing completion and they are looking for an Events Manager. Julie Weaver of Pebble Beach Resorts announced extensive renovations and refreshed public areas, dining areas, meeting and conference center space and the removal of two buildings to be replaced with 26 new guestrooms in 2021.

CONSENT AGENDA: Motion to approve consent agenda, M/C/S, Andrea Ferrara, Gretchen Baldwin, Unanimous

REGULAR AGENDA

OLD BUSINESS

A. 2020 Tradeshow and FAM Updates

Mark McMinn provided an update on changes made to the PCMA FAM recommended by the committee such as incorporating a reception open to committee hotels, positive feedback received. Tradeshow wish list requests submitted by the committee were also discussed. Mark McMinn noted the high amount of activity requested in the Bay Area and Northern CA and posed the

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question of where CVB resources should be allocated to. Discussion ensued. Recommendations made to provide further detail on ROI from the Northeast and Midwest regions for those interested in signing up for co-op opportunities, and place focus on new flight destinations; Seattle, Dallas and Denver. MCCVB to set up a tradeshow task force meeting to adjourn before the next committee meeting.

B. 2020 Pace

Nancy Whitman opened the conversation regarding future pace noting 2020 is looking good for the Conference Center with a few areas available for short term bookings. March echoed same sentiments for MCCVB pace. Recommendation made to share MCC and Meeting Connection availability calendar at next meeting.

C. PCMA Convening Leaders Update

Mark McMinn presented an update of results from the MCCVB's partnership with SF Travel during PCMA Convening Leaders. Consensus of the committee felt it was a good investment to capture the attention of meeting planners in attendance.

NEW BUSINESS

D. Joint Sales & Marketing Meeting – March

Rob O'Keefe proposed another joint meeting of the Sales & Marketing Committee to provide recommendations for the board and business plan next year. The MCCVB to coordinate setting a date for the meeting.

E. Market Research Update

Rob O'Keefe provided an introduction to the market research project and discussed the approach. Mark McMinn announced the chosen vendor 2Synergize to lead the project with data collection beginning at the end of January and a preliminary report to be provided by March. Discussion ensued.

GOOD OF THE ORDER: None

ADJOURN: The meeting adjourned at 4:28pm.

Next Regularly Scheduled Meeting:
March 23, 2020 | 3:00-5:00PM | Carmel Mission Inn

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