

MINUTES

MCCVB Marketing Committee – Regular Meeting
Wednesday, October 13, 2021; 3:00pm – 4:30pm
Virtual Meeting-Zoom

Committee Members Present: Rick Aldinger, Bina Patel, April Montgomery, Dana Allen-Greil, Matt Mogenson, Alissa O'Briant, Kim Stemler, Barry Toepke, Erik Uppman, Elizabeth Vitarisi Suro, Elizabeth Welden-Smith, Zach Melchiori

Committee Members Absent: Jackie Olsen, Amy Herzog, Kimbley Craig

Staff Present: Lindsey Guinn, Rachel Dinbokowitz, Leslie Chavez, Hōkū Young, Jeniffer Kocher

Public: None

CALL TO ORDER: Erik Uppman called the meeting to order at 4:03 pm

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS: Lindsey Guinn welcomed the new Marketing Manager, Leslie Chavez. She also introduced the new Agency of Record for MCCVB, 62Above.

CONSENT AGENDA:

- A. Minutes from July 21, 2021 Joint Sales & Marketing Committee Meeting
- B. Monthly Reports

There was a motion to approve the consent agenda as presented. M/S, Rick Aldinger, Kim Stemler. The motion passed unanimously.

REGULAR AGENDA

New Business

A. Committee Member Roundtable

- Members re-introduce themselves and gave an update on what is going on in their business and community, as well as what their current and upcoming marketing activities are.

B. Q1 Overview

- MCCVB gave a presentation on the activity and results of marketing programming from Quarter 1.
Elizabeth Vitarisi Suro left the meeting.

C. Review Current Marketing Communications & Initiatives

1. NITM Refresh Leisure Campaign.

- MCCVB presented the Now Is The Moment Refresh Leisure Campaign.
- Discussion ensued with Committee members sharing feedback.

2. Group Marketing Campaign

- MCCVB presented the new Group Marketing Campaign.

MONTEREY

MONTEREY COUNTY CONVENTION
BUREAU

- Discussion ensued with Committee members sharing feedback.
3. Co-Op Media Opportunity
- MCCVB presented the Co-Op Media Opportunity.
 - Discussion ensued. Overall there was a general positive response to the opportunity presented.
4. Earned Media Measurement
- MCCVB recommended moving forward with Cision as a more well-rounded media metric solution.
 - Discussion ensued.
 - Kim Stemler left the meeting.
 - Elizabeth Vitarisi Suro returned to the meeting.
5. International Marketing
- MCCVB presented its plan for moving forward with international marketing as travel resumes.
 - Discussion ensued with Committee members sharing feedback.
 - Rick Aldinger left the meeting.
 - Elizabeth Welden-Smith left the meeting.

GOOD OF THE ORDER: None.

NEXT MEETING:

MCCVB Joint Marketing + Sales Committee - Regular Meeting
Wednesday, January 19, 2022; 3:00pm – 4:30pm

ADJOURN: Erik Uppman adjourned the meeting at 4:48pm