

## MINUTES

MCCVB Marketing Committee - Regular Meeting  
Tuesday, October 18, 2022; 3:00pm – 4:30pm  
Virtual Meeting-Zoom

Marketing Committee Members Present: Amy Herzog, Barry Toepke, Bina Patel, Erik Uppman, Jonathon Carpenter, Kim Stemler, Rick Aldinger, Will Elkington

Committee Members Absent: Dana Allen-Greil, Jackie Olsen, Nat Rojanasathira

Staff: Lindsey Stevens, Leslie Chavez, Marciana Yeater, Sandy Huerta, Starr Hōkū Young

Public: None

CALL TO ORDER: The meeting was called to order by Erik Uppman at 3:01 pm

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS: Lindsey Stevens congratulated Jonathon Carpenter and the Monterey Bay FC for a successful first season.

Lindsey Stevens gave an update on the progress of the MCCVB strategic plan as well as a TID update.

### CONSENT AGENDA

There were no minutes to approve from the April meeting as it wasn't an official meeting due to there not being a quorum.

### 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.

Bina Patel joined the meeting at 3:20 pm

Kim Stemler left the meeting at 3:34 pm.

#### B. Q1 Overview

- MCCVB gave a presentation on the activity and results of marketing programming from Quarter 1.

#### C. Review Current Marketing Communications & Initiatives

1. NITM Refresh Leisure Campaign

- MCCVB presented the "The Moment" campaign, a reimagined "Now is the Moment" leisure-focused campaign, which launched this fall.
2. Fly Market In-Theater Activation
    - MCCVB presented the ARPA-supported, branded destination segment that will play in select movie theaters in MRY's direct flight markets for a 4-week run this fall as part of "The Moment" campaign
  3. All Inspired Refresh Group Campaign
    - MCCVB presented the refreshed group and MCC campaigns, which includes major trade show and direct mail activations to add some sizzle and break through to planners.
  4. Direct Flight Fam
    - MCCVB presented the Direct Flight Fam, which focuses on hosting journalists in direct flight markets.
  5. Co-Op Opportunity
    - MCCVB presented the Social Media Co-Op Media Opportunity.
    - Discussion ensued with Committee members sharing feedback. There were some questions about the opportunity, MCCVB will research further and come back to those who are interested with more info and details.
  6. Rebrand Proposal
    - MCCVB gave an overview of the destination rebranding process which is planned for launch at next year's Annual Meeting. Discussion ensued. Overall, there was a positive response.

#### GOOD OF THE ORDER

Erik Uppman mentioned the CalTravel Summit is currently planned to be in Monterey in 2023. Final confirmation and more information to come.

#### NEXT MEETING:

Wednesday, January 18, 2023- 3:00 pm-4:30 pm: Joint Marketing + Sales Committee

#### ADJOURN

Erik Uppman adjourned the meeting at 4:39 pm