

MINUTES

MCCVB Sales Committee - Regular Meeting
Wednesday, October 20, 2021; 3:00pm – 4:30pm
Virtual Meeting- Zoom

Committee Members Present: Teri Owens, Gretchen Baldwin, Heidi Bettencourt, Terri D'Ayon Joyce, Will Elkington, Cathy Faber, Andrea Ferrara, Tracy Hunter, Donna Langley, Alissa O'Briant, Sammy Ramos, Christina Richardson, Casey Swanston Edwards

Committee Members Absent: Craig Barkdull, Linda Casey, Anita Cowen, Heather Farnman, Tim Kessler, Mark Ley, Chase Ramirez, Nonnie Warren

Advisors Present: Doug Phillips, Christine Russo-Robertson, Hilary Ebright, Olga Maximoff

Staff Present: Teresa Savage, Lauren Siring, Joe Marcy, Rick Hud, David Cater, Maggie Ferraro, Lindsey Guinn Stevens, Rachel Dinbokowitz, Ed Isabella

CALL TO ORDER: Terri Owens called the meeting to order at 3:09 pm.

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS: Teresa Savage new MCCVB team members Rick Hud, Business Development Executive based in the Midwest and Leslie Chavez, Marketing Manager. An offer has been extended to a Group Marketing Specialist and still hiring for a Communications Coordinator and Administrative Specialist. Cathy Faber noted Jessika Neufeld is no longer with the InterContinental. Terri D'Ayon Joyce mentioned the Portola Hotel is hiring for a Sales Coordinator. Christina Richardson mentioned Carmel Valley Ranch has hired a Leisure Sales Manager and Small Meetings Manager. Tracy Hunter noted they have hired a Senior Sales Manager and are hiring for a Sales Coordinator at the Inns of Monterey.

CONSENT AGENDA

A. Minutes from July 21st, 2021 Sales & Marketing Joint Committee Meeting

B. Monthly Reports

There was a motion to approve consent agenda as presented. M/S, Heidi Bettencourt, Casey Swanston Edwards. The motion passed unanimously.

REGULAR AGENDA

New Business

A. Welcome New Committee Members

Teri Owens, welcomed new committee members Christina Richardson, Carmel Valley Ranch (present) and introduced Mark Ley, Ventana and Nonnie Warren Sanctuary Beach Resort.

B. Business Development Team Update

Teresa Savage presented productivity in terms of leads and bookings in the

MONTEREY

MONTEREY COUNTY CONVENTION

months of July through September, acknowledging leads peaked in July. Results of a Northstar Meeting Planner survey showed the spread between new booking and rescheduling/rebooking has tightened, and fewer planners are actively sourcing. Teresa discussed new team deployment, business development activities for Travel Trade and Group Sales, and co-op opportunities that will be available to sign up for in December.

C. Market Research Update

Teresa Savage reviewed the upcoming group market research project with 2Synergize that will provide an outline of issues and opportunities for growing group demand. The MCCVB expects the results of the study in November.

D. Group Marketing Update

Lindsey Guinn Stevens presented the launch details of the group marketing campaign All In. The campaign's intent is to pull together outdoor and unknown spaces throughout the destination. Campaign will launch at IMEX in November, with marketing materials and MCCVB and Monterey Conference Center landing page to be updated with new branding.

GOOD OF THE ORDER: None

NEXT MEETING: January 19, 2022 Joint Sales & Marketing Committees

ADJOURN: The meeting adjourned at 4:10pm