

## AGENDA

MCCVB Sales Committee - Regular Meeting

Wednesday, October 20, 2021; 3:00pm – 4:30pm

Zoom Conference: <https://us06web.zoom.us/j/89192573497>

Meeting ID: 891 9257 3497 Dial In Phone Number: (253) 215 8782

### 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 Committee.*

### MEMBER AND STAFF ANNOUNCEMENTS

### CONSENT AGENDA

- A. Minutes from July 21st, 2021 Sales & Marketing Joint Committee Meeting  
Recommended Action: Approve minutes as presented.
- B. Monthly Reports  
Recommended Action: Receive September 2021 Reports.

### REGULAR AGENDA

#### New Business

- A. Welcome New Committee Members  
Recommended Action: Welcome new committee members (Mark Ley- Ventana, Christina Richardson-Carmel Valley Ranch, Nonnie Warren- The Sanctuary Beach Resort) to the committee.
- B. Business Development Team Update  
Recommended Action: Receive presentation and discuss business development activities and co-ops. Provide MCCVB Staff with feedback
- C. Market Research Update  
Recommended Action: Review and discuss upcoming group market research. Provide MCCVB Staff with feedback.
- D. Group Marketing Update  
Recommended Action: Receive presentation and discuss new All In group marketing campaign. Provide MCCVB Staff with feedback.

### GOOD OF THE ORDER

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

### ADJOURN