

MINUTES

MCCVB Sales Committee

Wednesday, October 21, 2020; 3:00pm – 4:30pm

Virtual Meeting-Zoom

Committee Members Present: Janine Chicourrat, Dawn Aronson, Gretchen Baldwin, Heidi Bettencourt, Anita Cowen, Terri D'Ayon Joyce, Hilary Ebright, Cathy Faber, Andrea Ferrara, Tracy Hunter, Alissa O'Briant, Chase Ramirez, Sammy Ramos, Tim Ryan, Casey Swanston Edwards, Todd Wessing

Committee Members Absent: Craig Barkdull, Tim Kessler

Advisors Present: Doug Phillips, Christine Russo-Robertson

Staff Present: Rob O'Keefe, Teresa Savage, Lauren Siring, Joe Marcy, Marissa Reader, Rachel Dinbokowitz, Kimber Tabscott, Jeniffer Kocher

CALL TO ORDER: Janine Chicourrat called the meeting to order at 3:02 pm.

PUBLIC COMMENT: Lauren Siring provided a Monterey Regional Airport update on upcoming flights to Denver, Dallas and Seattle.

MEMBER AND STAFF ANNOUNCEMENTS: Rob O'Keefe welcomed new VP of Business Development, Teresa Savage. Introductions and property updates were provided by committee members.

CONSENT AGENDA:

A. Meeting Minutes from August 12, 2020 Sales & Marketing Joint Committee Meeting

B. Monthly Reports

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

REGULAR AGENDA

New Business

A. Short Term Business Development Planning

Rob presented a group business marketplace overview including developing industry trends, statewide DMO updates and marketing updates. Doug Phillips provided an update on the MCC's plan to implement enhanced virtual meeting capabilities for meeting planners.

Meeting limitations were discussed with California being the only state where meetings of any size are not allowed. Janine Chicourrat provided an MCHA update regarding the protocols developed for small meetings that were shared with the county Health Director, County Supervisors and the work being done at the Governor's level to reopen the state for meetings.

Group Marketing initiatives were reviewed with a request for any new hotel promotions or hot dates to be shared with the CVB for further amplification.

MONTEREY

MONTEREY COUNTY CONVENTION

Teresa Savage noted she be following up with committee hotels to discuss sales plans for each property so she may create an all-encompassing plan for the Group Business Development department.

B. Long Term Business Development Strategy

Rob presented Northstar Meetings Group survey results regarding the future of meetings post COVID. The committee was asked to provide feedback regarding what they are seeing at their hotels in regards to future bookings. Discussions were had of large groups breaking down into smaller programs as well as groups requesting updated force majeure clauses in 2022.

GOOD OF THE ORDER: Lauren announced the MCCVB would be offering four co-op opportunities for partners to join the virtual CalSAE Seasonal Spectacular tradeshow this year. Janine asked the committee to write down their predictions of the state of meetings in the future to discuss at January's meeting.

NEXT MEETINGS: January 15, 2021- Joint Sales & Marketing Meeting 1:00-3:00pm

ADJOURN: The meeting adjourned at 4:32pm.