

MINUTES

Sales Committee Meeting
Wednesday, January 16, 2019 | 3:00PM- 5:00PM
MCCVB Conference Room

Committee Members

Present

Nick Del Pozzo Terri D'Ayon Joyce
Tim Kessler Timothy McGill
Andrea Ferrara Gretchen Baldwin
Joshua Eisenberg Heidi Bettencourt
Cathy Faber Nancy Whitman
Julie Weaver Todd Wessing

Staff Present

Mark McMinn
Marissa Reader
Aileen Laracuenta

Absent

Hilary Ebright
Doug Phillips
Max Roth
Chase Ramirez

Public

Christine Russo Robertson
Mike Boyer

CALL TO ORDER: Tim Kessler called the meeting to order at 3:00 pm.

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS: Mark McMinn welcomed Midwest Regional Sales Executive Aileen Laracuenta to the meeting and announced the new Group Sales Administrative Coordinator Sabrina Siqueiros who will start January 21st. Terri D'Ayon Joyce announced the new terrace, fire pits and Peet's Coffee are now open at Portola Hotel & Spa. Tim Kessler announced Kristin Bobb will be starting at the Monterey Plaza Hotel as a Sales Manager. Nancy Whitman provided a Monterey Conference Center booking update.

CONSENT AGENDA: Motion to approve consent agenda, M/C/S, Heidi Bettencourt, Julie Weaver, Unanimous

REGULAR AGENDA

NEW BUSINESS

A. New Advisor to the MCCVB Sales Committee

Tim Kessler introduced two new advisors to the committee; Mike Boyer from The Sanctuary Beach Resort and Christine Russo Robertson from the Monterey Bay Aquarium.

B. Year-Over-Year Reports Overview

Mark McMinn presented MCCVB year over year booking and lead details. Group was asked for feedback. Discussion ensued.

Joshua Eisenburg arrived at 3:16pm.

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C. 2018-2019 Budget Reforecast

Mark McMinn discussed the budget reforecast that includes several date shifts in client events and missions to best accommodate the new Regional Sales Executives coming on board and getting up to speed. Discussion ensued. The Committee supported the proposed changes in the reforecast.

D. 2019-2020 Budget Priorities

Mark McMinn discussed the 2019-2020 budget and the creation of a rolling 18 month tradeshow and event calendar to better accommodate our partner's fiscal year budget. Next year's budget draft to be reviewed at March's Sales Committee meeting and committee members will be asked for their recommendations.

E. Client Advisory Board- January 17-19, 2019 CAB Meeting

Mark McMinn reviewed the attendee list and new members to the CAB board. The agenda for the week was also presented and the areas the board will be focusing on while they are here: Sustainable Meetings and the "In The Moment" marketing campaign. Timothy McGill asked for further clarification on the marketing portion regarding the best way to implement. Discussion ensued.

Julie Weaver departed at 4:05pm.

GOOD OF THE ORDER: None

ADJOURN: The meeting adjourned at 4:12 pm.

Next Meeting
March 20, 2019 | 3:00-5:00PM | MCCVB Conference Room

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