

MINUTES

Sales Committee Meeting
Wednesday, July 17, 2019 | 3:00PM- 5:00PM
Carmel Valley Ranch Think Tank | One Old Ranch Road, Carmel

Committee Members

Present

Janine Chicourrat Dawn Aronson
Gretchen Baldwin Heidi Bettencourt
Terri D'Ayon Joyce Hilary Ebright
Joshua Eisenberg Andrea Ferrara
Anna Hallock Tracy Hunter
Nick Del Pozzo Timothy McGill
Todd Wessing

Staff Present

Mark McMinn
Marissa Reader
Lauren Siring
Brandi Hardy
Joe Marcy
Aileen Laracuente
Wendy Norgren

Absent

Cathy Faber
Tim Kessler
Chase Ramirez
Christine Russo Robertson
Julie Weaver
Nancy Whitman

Public

Anita Cowen Casey Swanston Edwards
Stuart Evans

CALL TO ORDER: Janine Chicourrat called the meeting to order at 3:09 pm.

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS: Mark McMinn welcomed Dawn Aronson of Sanctuary Beach, Anna Hallock of Monterey Tides and Anita Cowen of Carmel Mission Inn to the group. Mark also announced Tammy Blount-Canavan's last day at the MCCVB will be August 30th, Nani Almanza was promoted to Visitor Services Manager and Sabrina Siqueiros filled the position as Strategic Client Services Specialist. Committee provided staff and property updates.

Joshua Eisenburg and Anna Hallock arrived 3:11 pm.

CONSENT AGENDA: Motion to approve consent agenda, M/C/S, Heidi Bettencourt, Terri D'Ayon Joyce, Unanimous

OLD BUSINESS

NEW BUSINESS

- A. Meet the MCCVB Business Development Regional Sales Executives
Mark McMinn announced the department's name change from Group Sales to Business Development. Each Business Development Executive provided a brief presentation of their market and upcoming plans. Discussion ensued.

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B. How to Best Use MCCVB Assets for Sales

Marissa Reader led a demonstration on how to best utilize www.seemonterey.com and where to find the correct assets for destination selling. Discussion ensued.

C. Green Meetings Campaign

Mark McMinn opened up the topic of Green Meetings with the group and what we can do to better chase this business. Committee members provided updates on green initiatives at their properties. Discussion ensued.

GOOD OF THE ORDER

Janine Chicourrat led a discussion on what topics the committee would like to be covered at future meetings. FAM planning, Dallas & Denver flight results, marketing updates, sales missions and the Client Advisory Board were suggested.

ADJOURN: The meeting adjourned at 4:53pm.

Next Meeting
September 18, 2019 | 3:00-5:00PM | MCCVB Conference Room

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