

MEETING NOTES

Sales Committee Meeting
Wednesday, July 18, 2018 | 3:00PM- 5:00PM
MCCVB Conference Room

Committee Members Present

Gretchen Baldwin Terri D'Ayon Joyce
Heidi Bettencourt Tim Kessler
Cathy Faber Andrea Ferrara
Doug Phillips Timothy McGill
Julie Weaver Todd Wessing

Staff Present

Mark McMinn
Marissa Reader
Tammy Blount-Canavan
Christina Lomeli-Anaya
Nani Almanza
Gina Archuleta
Brandi Hardy
Joe Marcy
David Cater
Liz Kara
Lauren Siring

Absent

Craig Barkdull
Cathy Faber
Joshua Eisenberg
Chase Ramirez
Cathy Faber
Kara Adamson
Nancy Whitman
Lydia Bates

CALL TO ORDER: Tim Kessler called the meeting to order at 3:00 pm. (The Board has not yet approved the Committee Scope and Membership so it is an unofficial meeting.)

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS: Tammy Blount-Canavan provided staff updates that Mark McMinn will begin working remotely 2 days a week when travel and CVB needs allow and will not be adding another layer of management within the sales department. Also in the final stages of selecting a candidate for the Northeast Regional Sales Executive position and have made a few organizational changes within the SCS department to best adapt to business needs including hiring a Group Sales Administrative Coordinator. Gretchen Baldwin announced a tentative renovation schedule for the Marriott kicking off November 1st and ending around the US Open.

CONSENT AGENDA: Not a Brown Act meeting.

REGULAR AGENDA

NEW BUSINESS

A. MCCVB Scope of Work 2018-2019

Mark McMinn presented the Sales Department scope of work for the new fiscal year including a focus on new business and large groups of 300+ rooms on peak. Finalizing the tradeshow calendar which will include more targeted FAMs, less tradeshows and more opportunities for partners to join Regional Sales Executives on the road,

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tentatively scheduled to launch the following Tuesday. The RSE's provided the group a brief presentation of their focus for the new year.

B. Group Campaign Update

Mark McMinn provided an update regarding the new group sales marketing campaign "In The Moment" and its launch at the Annual Luncheon in August. Encouraged participation from committee members to share stories of how groups, employees, individual conference attendees, and meeting planners were inspired 'In the Moment' because of an extraordinary experience they had in Monterey during their meeting. Discussion ensued.

C. Year-End Reports Update

Mark McMinn provided a recap of year end numbers and highlights including the sales team reaching 110% of the booked room night goal and 101% of the new business booking goal. Year over year comparisons also discussed including the notable increase in the number of booked programs in the 151-300+ peak room night range reflecting the shift in focus this past year to larger bookings. Booking verification report also discussed but is still missing data from hotel partners. Discussion ensued.

ADJOURN: The meeting adjourned at 3:54pm.

Next Meeting
September 19, 2018 | 3:00-5:00PM | MCCVB Conference Room

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