

MINUTES

Sales Committee Meeting
Wednesday, November 14, 2018 | 3:00PM- 5:00PM
MCCVB Conference Room

Committee Members

Present

Nick Del Pozzo Terri D'Ayon Joyce
Tim Kessler Timothy McGill
Andrea Ferrara Hilary Ebright
Joshua Eisenberg Heidi Bettencourt
Max Roth Nancy Whitman
Lydia Bates Todd Wessing

Staff Present

Mark McMinn
Marissa Reader
Rob O'Keefe
Public
Tim Ryan
Mike Boyer

Absent

Gretchen Baldwin
Doug Phillips
Cathy Faber
Chase Ramirez
Julie Weaver

CALL TO ORDER: Tim Kessler called the meeting to order at 3:02 pm.

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS: Mark McMinn announced the new Midwest Regional Sales Executive Aileen Laracuente will start November 25th and be based out of Chicago. Timothy McGill announced General Manager Enos Esquivel is leaving Asilomar Conference Grounds for Monterey Tides and they are looking to fill positions in HR and Facilities. Heidi Bettencourt announced their new General Manager Kevin Ellis. Hilary Ebright announced Carmel Valley Ranch is looking for a new sales administrative assistant and are undergoing renovations of their meeting space, clubhouse and guestrooms beginning December 20th.

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

REGULAR AGENDA

NEW BUSINESS

A. Pebble Beach 100th Anniversary and US Open

Tim Ryan, Vice President of Sales provided an update on the three groups booking the US Open; corporate hospitality customers, volunteers and general spectators. Announced ticket sales are down for individual day tickets 40% and asked sales committee members to relook at their booking strategy as spectators are securing rooms outside the county due to longer minimum lengths of stay in Monterey than spectators are willing to book. USGA will evaluate 2019 performance before signing the contract for the 2020 US Women's Open and 2027 US Men's Open. The US Open provides an estimated economic impact of \$170 million to the area. Mark McMinn reviewed the MCCVB efforts in conjunction with Pebble Beach to promote the event.

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Discussion ensued. It was requested Tim Ryan return to January sales committee meeting to provide an update on booking pace.

Tim Ryan left at 3:27pm.

B. Group Campaign – In the Moment Next Steps

Rob O’Keefe provided an update on the In the Moment campaign and the MCCVB’s partnership with Skift to produce a series of three articles for their site. Asked for committees support in helping find stories that inspired and sparked innovation at their properties and to email Christina Lomeli Anaya with any ideas. Planning a workshop to brainstorm additional ideas the end of January and how to continue working together to get the In The Moment message across to customers. Discussion ensued.

Joshua Eisenburg arrived at 3:30pm.

C. 1st Quarter Results Overview

Mark McMinn presented 1st quarter sales results from the Quarterly Forum presentation. The Sales department is pacing ahead so far this year and in 2019, 2020 is pacing slightly behind. 55% of room nights book at the conference center are new business this far.

D. Compression Causing Business Mix

Mark McMinn presented current numbers regarding 300+ peak room bookings. YOY the MCCVB has booked more programs but still have not reached numbers from the benchmark year of 2015. Discussion ensued. Nancy Whitman asked for further details to discussed and added to the January agenda.

E. Client Advisory Board- Updates on January 2019 Meeting and moving Sales Committee Meeting to new dates

Mark McMinn provided an update on the new CAB dates in January, recruitment of new members and tentative agenda. Invited sales committee to participate and suggested date change of January Sales Committee meeting as to not coincide with CAB and In the Moment workshop. Email to be sent for follow up vote.

GOOD OF THE ORDER: Lydia Bates announced she will be leaving Casa Munras to pursue a new job opportunity in San Luis Obispo in mid-December.

ADJOURN: The meeting adjourned at 4:36pm.

Next Meeting
January 16, 2019 | 3:00-5:00PM | MCCVB Conference Room

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