

# MINUTES

MCCVB Sales Committee Meeting  
Wednesday, November 13, 2019 | 3:00PM - 5:00PM  
Quail Lodge & Golf Club- Garden Room  
8205 Valley Greens Drive, Carmel CA 93923

## Committee Members

### Present

Janine Chicourrat Dawn Aronson  
Anita Cowen Hilary Ebright  
Joshua Eisenberg Tracy Hunter  
Nick Del Pozzo Timothy McGill  
Todd Wessing Nancy Whitman  
Heidi Bettencourt  
Christine Russo Robertson

### Staff Present

Mark McMinn  
Marissa Reader  
Sabrina Siqueiros  
Jeniffer Kocher  
Lauren Siring  
Rob O'Keefe

### Absent

Gretchen Baldwin  
Terri D'Ayon Joyce  
Tim Kessler  
Susan Gregory  
Andrea Ferrara  
Chase Ramirez

## Public

Mike La Pier

**CALL TO ORDER:** Janine Chicourrat called the meeting to order at 3:07 pm.

**PUBLIC COMMENT:** None

**MEMBER AND STAFF ANNOUNCEMENTS:** Heidi Bettencourt announced Hyatt is underway with renovating the front drive and guestrooms. They are also looking to hire a Director of Events. Janine Chicourrat announced Portola Hotel's guestroom renovations are also underway. Anita Cowen of Carmel Mission Inn announced they have begun guestroom renovations of soft goods and are looking for a Catering Sales Manager. Hilary Ebright of Carmel Valley Ranch mentioned they are looking for a new Sales Manager. Christine Russo Robertson reminded the group of the complimentary entry for residents into the Monterey Bay Aquarium December 7-15<sup>th</sup>. Nancy Whitman announced they are starting work on the stairs that connect the Monterey Conference Center to the Portola Hotel starting in December. Mark McMinn announced Allyson Ryan Content Manger will be departing next week for maternity leave through May, Wendy Steele has taken her place temporarily.

Todd Wessing arrived at 3:14pm.

**CONSENT AGENDA:** Motion to approve consent agenda, M/C/S, Heidi Bettencourt, Dawn Aronson, Unanimous

## OLD BUSINESS

## NEW BUSINESS

### A. Task Force Report Out

Mark McMinn began the discussion regarding the task force's collective findings regarding Tradeshow, FAM's, Client Events and PCMA Convening Leaders.

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Timothy McGill noted the most important takeaways from the Tradeshow Task Force are to create a heat map of what shows are being requested and by how many people, creating a yearly calendar January to December, reinstating the code of conduct for attending partners and reviewing the lottery sign up process. Discussion ensued. A second meeting of the task force plus the MCCVB to take place to prior to next meeting.

Cathy Faber arrived at 3:26pm.

Heidi Bettencourt presented the FAM task force's findings from a survey of committee members with top takeaways being advanced warning of FAM dates most important, appropriately qualifying attendees, not scheduling over major destination events and creating an opportunity such as a mixer to involve the whole community. Discussion ensued.

Mark McMinn reported that the PCMA Convening Leaders task force is still working with SF Travel on the details of the event design. The MCCVB is also working with MCVGA to showcase Monterey wines, otters and all the destination can offer.

## B. 2020 Pace

Nancy Whitman led a discussion of booking pace and current challenges the Monterey Conference Connection is facing. Independent properties are pacing well however the MCC and MCCVB are behind for 2020. It was noted the Conference Connection platform may not be as appealing as it used to. Discussion ensued. Recommendation made on how the committee can come together as a collective to help solve this problem to be discussed at the next meeting.

## PRESENTATION

### A. Airport Lift

Mike La Pier with Monterey Regional Airport announced the Denver and Dallas flights are performing well with a consistent 90% occupancy. The outlook for the addition of a Seattle flight is looking good and hoping to have an announcement in December. Presentation of the United Airlines Service proposal was shared with the group. Discussion ensued on how the hospitality community can become more involved with the airport to help sell this community with creative strategies

**GOOD OF THE ORDER:** Continuation of the 2020 pace discussed to be added to the next agenda.

**ADJOURN:** The meeting adjourned at 5:04pm.

Next Meeting  
January 15, 2020 | 3:00-5:00PM | Monterey Marriott Fin + Field

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