

MINUTES

MCCVB Sales Committee Meeting
Wednesday, October 2, 2019 | 3:00PM - 5:00PM
The Sanctuary Beach Resort- The Cannery Room at Salt Wood Kitchen
3295 Dunes Drive Marina, CA 93933

Committee Members

Present

Janine Chicourrat
Gretchen Baldwin
Andrea Ferrara
Nick Del Pozzo
Chase Ramirez
Julie Weaver
Heidi Bettencourt

Dawn Aronson
Terri D'Ayon Joyce
Tracy Hunter
Timothy McGill
Todd Wessing
Nancy Whitman
Christine Russo Robertson

Staff Present

Mark McMinn
Marissa Reader
Jennifer Johnson
Jeniffer Kocher
Christina Lomeli Anaya

Absent

Cathy Faber
Tim Kessler
Anita Cowen
Susan Gregory
Hilary Ebright
Joshua Eisenberg

Public

John Turner

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

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS: Gretchen Baldwin announced Marriott will be renovating 45-50 guestrooms at a time starting in October. Heidi Bettencourt announced Hyatt will begin renovating guestrooms in November and the lobby in January. Tracy Hunter with Inns of Monterey announced Spindrift Inn will be renovating starting at the end of this year, Casa Munras has a new Sales Manager Megan Anderson and a new management company Greenwood Hospitality. Chase Ramirez of Hilton Garden Inn announced their renovations have been delayed until Q3 2020 or later. Todd Wessing announced Pacifica Hotel Group has purchased Hotel Abrego and Lighthouse Lodge & Cottages have been renovated. Nick Del Pozzo of Quail Lodge announced a PR Campaign called Quail in Pink to support breast cancer will be running the month of October. Terri D'Ayon Joyce of Portola Hotel announced they will start room renovations from November -April of 2020 and will also be refreshing the ballroom. Portola also has a vacant Revenue Manager position. John Turner of the InterContinental provided an update from the Search Committee meeting that they have hired SearchWide to assist in filling the MCCVB's CEO vacancy.

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

OLD BUSINESS

A. Joint Sales & Marketing Committee Meeting

Mark McMinn provided an update that feedback has been positive from the August Joint Sales & Marketing committee meeting. Suggestions and ideas have been shared with the agency who be working on crafting the group messaging. The CVB is

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planning on holding the next joint meeting during the January 18, 2020 Sales Committee date.

NEW BUSINESS

A. Tradeshow, FAMs and Client Events

Mark McMinn led a discussion regarding tradeshow, client event and FAM planning and logistics. Mark advised the committee to route all feedback regarding events to him or another MCCVB staff member. Discussion ensued.

Recommendation made to create a matrix of tradeshow and dates to provide to committee members to view availability, gauge interest and create a heat map for what shows are most popular. MCCVB to also provide committee with historical cost to ROI data on the shows we participate in. In regards to booth design iconic images are preferred, MCCVB to bring examples of booth design to November meeting.

Client events also discussed with the recommendation made to solicit feedback from partners on what dates and locations best accommodate those interested in attending.

Positive feedback was received for FAM's brought to the destination with a preference to divide by territory and actively qualify clients that best fit the destination's needs.

Three task forces were formed; Tradeshow, FAMs/Client Events and PCMA Convening Leaders Tradeshow in January 2020. The scope of work of the task forces are to review MCCVB booth/event design, logistics, recruitment, provide feedback and report recommendations to the overall committee.

Tradeshow: Nancy Whitman, Gretchen Baldwin, Timothy McGill, Tracy Hunter

FAMs/Client Events: Heidi Bettencourt, Dawn Aronson, Terri D'Ayon

PCMA Convening Leaders: Nancy Whiteman, Christine Russo Robertson

B. PCMA Convening Leaders

Mark McMinn provided an overview of the MCCVB's partnership with SF Travel at PCMA Convening Leaders Tradeshow on January 5-8 in San Francisco. Highlighted this is a great opportunity to showcase Monterey County to high level decision makers in the industry along with other California destinations such as Napa. MCCVB's investment to include three client engagement opportunities during the event and a Post event FAM in Monterey County January 8-10. Discussion ensued. Committee was asked if anyone had interest in hosting the meeting planner's during the FAM.

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GOOD OF THE ORDER: Nancy Whitman recommended a 2020 Pace update be added to the next meeting agenda.

ADJOURN: The meeting adjourned at 4:43pm.

Next Meeting
November 18, 2019 | 3:00-5:00PM | TBD

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