

MINUTES

Sales Committee Meeting
Wednesday, September 19, 2018 | 3:00PM- 5:00PM
MCCVB Conference Room

Committee Members

Present

Nick Del Pozzo Terri D'Ayon Joyce
Tim Kessler Timothy McGill
Cathy Faber
Heidi Bettencourt
Julie Weaver
Nancy Whitman
Lydia Bates
Todd Wessing

Staff Present

Mark McMinn
Christina Lomeli-Anaya
Robert Rowe
Gina Archuleta
April Locke
Kimber Tabscott
Jeniffer Kocher
Lara Venter

Absent

Kara Adamson
Doug Phillips
Joshua Eisenberg
Chase Ramirez
Gretchen Baldwin
Andrea Ferrara
Mike Teed

CALL TO ORDER: Tim Kessler called the meeting to order at 3:05 pm.

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS: Tim Kessler, Director of Sales, announced that Emily was hired as the new Marketing Coordinator at the Monterey Plaza. Lydia Bates, Director of Sales, announced that The Best Western Plus Victorian Inn will be closed while it is undergoing renovations starting October 28th through December 23rd. Cathy Faber, Director of Sales and Marketing, announced that the InterContinental has hired Scott Gil as the new in-property Sales Manager. Pete's Coffee will be open at the Portola Hotel & Spa in November. Mark McMinn, VP of Sales, announced Marissa Reader is still out on maternity leave and will be returning in early November to the MCCVB. Mark also announced that Wendy Norgren is the new northeast market Regional Sales Executive and will be based out of Philadelphia, PA.

CONSENT AGENDA: Motion to approve consent agenda, M/C/S, Nancy Whitman, Heidi Bettencourt, Unanimous

REGULAR AGENDA

Tim McGill arrived at 3:15pm.

NEW BUSINESS

A. 2019 U.S. Open Room Availability

Mark McMinn led the discussion of lodging availability during the U.S. Open. Tim Kessler mentioned that some close proximity smaller inns still have availability. Nancy Whitman suggested building a microsite similar to the one built for car week. She also announced that the MCC is wide open for any events during the U.S. Open. Mark concluded the discussion by letting everyone know that

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Christina will be reaching out to collect availability from committee members and other properties for internal use.

B. New Reporting tools for MCCVB Group Sales

Gina Archuleta and Robert Rowe presented to the committee the new MCCVB Group Sales reporting tools: MINT, Event Impact Calculator (EIC), and the Overnight Room Demand Analyzer (ORDA). Mark McMinn let the group know that the data in MINT is useful data that is audited by Destinations International after it is inputted by different DMOs.

C. Group Campaign - "In The Moment" Update

April Locke presented what the "In the Moment" campaign will consist of, as a reintroduction to the committee. She also encouraged partner participation to try to get real authentic stories of guests or employees that really embodied what being "In the Moment" is all about. Nancy suggested Danielle Restaino from our CAB, TED Talks, John Steinbeck, and Big Little Lies producers and actors/actresses. Heidi Bettencourt mentioned Skydive Monterey Bay because they have the 'World's Highest Tandem Skydiving Experience from 18,000 feet'. Lastly, Tim McGill recommended looking into Asilomar's history and a meeting that was held there in the 1970s for Recombinant DNA research and guidelines.

GOOD OF THE ORDER: Nancy mentioned the MCCVB's last FAM and asked for dates earlier on for the next FAM. Mark announced that the next FAM will be for the Texas market and Brandi will be in town for that on November 11-13.

ADJOURN: The meeting adjourned at 4:35pm.

Next Meeting
November 14, 2018 | 3:00-5:00PM | MCCVB Conference Room

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