

AGENDA

Sales Committee Meeting (Special)
Wednesday, July 17, 2019 | 3:00PM- 5:00PM
Carmel Valley Ranch- Think Tank | One Old Ranch Road, Carmel CA 93923

CALL TO ORDER

PUBLIC COMMENT

(This portion of the meeting is reserved for members of the public to address the Sales Committee on any matter not on this agenda but under the jurisdiction of the MCCVB Sales Committee.) Committee members may respond briefly to statements made or questions posed. They may ask a question for clarification; make a referral to staff for information, or request staff to report to the Committee at a future meeting but no deliberation may occur.

MEMBER AND STAFF ANNOUNCEMENTS

CONSENT AGENDA

- A. Meeting Minutes from May 8, 2019 Sales Committee Meeting
Recommended Action: Approve minutes as presented
- B. Monthly Reports
Recommended Action: Receive June Monthly Reports

REGULAR AGENDA

OLD BUSINESS

NEW BUSINESS

- A. Meet the MCCVB Business Development Regional Sales Executives
Recommended Action: Receive presentation from RSE's on Territory and Business Objectives for 2019-2020 in their respective markets
- B. How to Best Use MCCVB Assets for Sales
Recommended Action: Training on how Sales Committee members and staff can utilize MCCVB assets available to them as a selling tool.
- C. Green Meetings Campaign
Recommended Action: Training for hotels on what is available

GOOD OF THE ORDER

Information: Comments from members of the Committee for the Good of the Order and possible recommendations for future committee items.

ADJOURN

Next Meeting
September 18, 2019 | 3:00-5:00PM | MCCVB Conference Room

MCCVB MISSION: Drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests, members and community.