

AGENDA

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

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 back to the Committee at a future meeting but no deliberation may occur.

MEMBER AND STAFF ANNOUNCEMENTS

CONSENT AGENDA

- A. Meeting Minutes from September 19th Sales Committee Meeting
Recommended Action: Approve Minutes
- B. Monthly Reports
Recommended Action: Receive Monthly Reports

REGULAR AGENDA

NEW BUSINESS

- A. Pebble Beach 100th Anniversary and US Open, Tim Ryan, Vice President of Sales
Recommended Action: Receive presentation, discussion to follow
- B. Group Campaign - In the Moment Next Steps, Rob O'Keefe, Chief Marketing Officer
Recommended Action: Receive presentation, discussion to follow
- C. 1st Quarter Results Overview
Recommended Action: Receive presentation, discussion to follow
- D. Compression Causing Business Mix
Recommended Action: Receive presentation, discussion to follow
- E. Client Advisory Board- Updates on January 2019 Meeting and moving Sales Committee Meeting to new dates
Recommended Action: Receive presentation, discussion to follow

GOOD OF THE ORDER

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

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

AGENDA

ADJOURN

Next Meeting
January 16, 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.