

# AGENDA

Sales Committee Meeting  
Wednesday, November 8, 2017 | 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 factual 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 13th Sales Committee Meeting  
Recommended Action: Approve Minutes
- B. Monthly Reports  
Recommended Action: Receive Monthly Reports

## REGULAR AGENDA

## NEW BUSINESS

- A. MCCVB Booking Verification Report  
Recommended Action: Group discussion to continue use of report
- B. Property Lead Funnel Report  
Recommended Action: Introduce new individual Property Lead reports
- C. Monterey Champions Program  
Recommended Action: Discussion on how to engage the civic and business community to help channel business meetings to Monterey County
- D. Reports Dashboard Update  
Recommended Action: Update on overall report data
- E. Client Advisory Board Update  
Recommendation Action: Receive information on meeting dates, facilitation and discussion for topics for the CAB to consider/discuss
- F. CalSAE Elevate 2018  
Recommended Action: Further discuss and planning for the CalSAE Elevate 2018 in Monterey.

**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

## 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  
January 24, 2018 | 3:00-5:00PM | MCCVB Conference Room

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