

## Meeting Notes

### Sales Committee Meeting

Wednesday, September 16, 2015, 3:30PM – 5:00PM



MCCVB Conference Room | 787 Munras Ave, Suite 110, Monterey, CA 93940

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#### **Members Present**

Heidi Bettencourt  
Janine Chicourrat  
Mairead Hennessy  
David Lambert  
Bruce Orinstein  
Julie Weaver

Josh Brown  
Monty Deemer  
Andrea Jackson  
Timothy McGill  
Max Schroeder  
Nancy Williams

#### **Absent**

Terri D'Ayon  
Cathy Faber  
Amanda Harrison  
Andrea Jackson  
Rodney Morrow  
Todd Wessing

#### **Staff**

Scott Wilson  
Marissa Panziera

Mairead Hennessy called the meeting to order at 3:30pm.

#### **Welcome & Introductions**

**PUBLIC COMMENT:** None

#### **MEMBER AND STAFF ANNOUNCEMENTS:**

Scott Wilson announced arrival of Rodney Morrow as the new Director of Sales at Carmel Valley Ranch and the name change of Unscripted Hotel.

Bruce Orinstein and David Lambert arrived at 3:34pm.

#### **CONSENT AGENDA**

**Motion to approve consent agenda, M/C/S, Julie Weaver, Heidi Bettencourt, Unanimous.**

#### **REGULAR AGENDA**

##### **A. MCCVB Leads**

Scott Wilson reviewed July and August lead reports and overall lead process. Discussion ensued.

##### **B. Wedding Lead Ideas**

Scott Wilson presented the idea of creating a new website catered to weddings that will direct brides directly to hotel's wedding pages. Discussion ensued.

##### **C. July & August Pace Report & Hotel Scorecard**

Scott Wilson reviewed the July and August Pace Report and Hotel Scorecard. Discussion ensued.

##### **D. Group Incentive Fund**

Scott Wilson presented research from a survey given to current CAB members on creating a group incentive fund in Monterey. Discussion ensued and decision made to remove item from future agendas.

##### **E. Good of The Order**

Mairead Hennessy recommended adding MCC updates as a standing agenda item as well as discussing the strategy for selling during the renovations. Bruce Orinstein requested an update on Laguna Seca and discussion ensued. Scott Wilson presented an RFP to the group for a CMP Board of Directors Meeting to be held in Monterey next year. Timothy McGill announced they are looking for a new Assistant Office Director. Heidi Bettencourt announced their new Director of Sales Levi Breck. Josh Brown announced they are looking for a Sales Coordinator.

Mairead Hennessy adjourned the meeting at 4:36pm.

**NEXT MEETING:**

**Wednesday November 18, 2015 | 3:30 – 5:00 PM | MCCVB Conference Room**