

## **AGENDA**

### **Sales Committee Meeting**

**Wednesday, January 20, 2016, 3:30PM – 5:00PM**



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

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### **CALL TO ORDER**

#### **Welcome & Introductions**

#### **PUBLIC COMMENT**

(This portion of the meeting is reserved for persons to address the Sales Committee on any matter not on the 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. Minutes of the November 18, 2015 Sales Committee Meeting**

Recommended action: Approve Minutes

**B. Monthly Reports**

Recommended action: Accept Monthly Reports

##### **REGULAR AGENDA**

**A. New MCCVB Website Preview**

Recommended Action: Allyson will give a preview of our new MCCVB Website

**B. MCCVB Social Media**

Recommended Action: Allyson will discuss social media group sales opportunities

**C. MCCVB Marketing Update**

Recommended Action: Rob will give an update on marketing and review current projects and campaigns

**D. MCC Update**

Recommended Action: Nancy will review current progress of renovation, booking pace, and need periods.

**E. Group Sales Opportunities**

Recommended Action: Open team discussion led by Mairead on what the group would like to see in the New Year

**F. 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:**

**Wednesday March 16, 2016 | 3:30 – 5:00 PM | MCCVB Conference Room**