

Minutes

Marketing Committee Meeting

Tuesday, April 19, 2016 | 10:00 A.M. – 12:00 P.M.

MCCVB Conference Room

Committee Members Present

Bob Buescher
Joan Ioannou
Sean Panchal
Barry Toepke
Lorraine Yglesias
Katie Denbo
Kim Stemler
Crystal Petersson
Zoë Shoats

Staff Present

Rob O'Keefe
April Locke
Alliah Sheta
Kalinda Panholzer

All Absent

Heidi Bettencourt
Lisa Dias
Jackie Olsen

CALL TO ORDER: Bob Buescher called the meeting to order at 10:07 a.m.

1. PUBLIC COMMENT: None

2. MEMBER AND STAFF ANNOUNCEMENTS: Rob O'Keefe announced openings for a Marketing Intelligence Specialist and Marketing Coordinator. Alliah Sheta said that the Communications team was also restructuring and was looking to transition the Communications Specialist position into a Communications Manager position.

3. CONSENT AGENDA:

A. Minutes of January 14, 2016 Marketing Committee meeting – **Motion to approve Minutes, M/S/C Barry Toepke and Crystal Petersson, unanimous**

4. REGULAR AGENDA:

NEW BUSINESS

A. Agency Resources

1. Findings of Subcommittee and decision of voting for continuing with SK as the MCCVB's content marketing partner were discussed.
2. Motion to approve the recommendation of the Marketing Subcommittee to continue working with CK as the MCCVB's agency of record for FY 16-17 plan, M/S/C Kim Stemler and Joan Iannou, unanimous

B. MCCVB Updates

- 1. Spring campaign:** Rob O’Keefe recapped the Spring campaign and mentioned that the Spring pop-up tour has so far been a success, noting highlights from the first event in Seattle. Kim Stemler agreed and said that it was extremely beneficial for Monterey County wines as well and that in Seattle a top sommelier told her “this just put Monterey wines on the map.”
- 2. Website launch:** Rob recapped the website launch. Bob Buescher asked if there have been any noteworthy insights regarding the website launch. Rob O’Keefe said that visitation has been steady and that they will receive data from about 3,000 UTRip itineraries that have been created sometime next month.

C. MCCVB Upcoming Initiatives

- 1. Winemaker sponsorship**
- 2. Spring pop-up tour**
- 3. Sustainable Moments**
- 4. Website improvements**
- 5. Group marketing**

D. Rob reviewed the upcoming initiatives for Q4. He also reviewed that the MCCVB is going to making some changes and updates to the website based on feedback after the launch. Much of this feedback was provided by Visit Carmel, who voiced concern over the new website layout and ads featured. Crystal Petersson said that more conversation between the two organizations would be beneficial. Crystal Petersson suggested that someone from Visit Carmel would be a good addition to the board so that there was a clear line of communication between the two organizations.

E. FY 2016-2017 Marketing Plans

Rob O’Keefe reviewed the initial marketing direction for 2016-17. Discussion ensued and the group agreed that the foundation for the FY16-17 plan as presented was good to present to the board as the plan for FY 16-17.

GOOD OF THE ORDER

Kim Stemler announced that the Monterey County Vintners and Growers Association was working on bringing China food tours into Monterey County and they are featuring a FAM with Japanese and UK.

Lorraine Yglesias mentioned that as part of their promotion of their upcoming movie *Finding Dory*, Disney is working on a sweepstakes whereby the winner would win a trip to Monterey County and get a behind the scenes tour at the Monterey Bay Aquarium.

5. ADJOURNMENT: The meeting adjourned at 11:42 a.m.