

# MINUTES

Marketing Committee Meeting  
Wednesday October 5, 2016 | 1:00 PM – 3:00 PM  
MCCVB Conference Room | 787 Munras Avenue, Suite 110, Monterey, CA

Present:

Mimi Hahn  
Barry Toepke  
Bethany Bachman  
Christine Sandin  
Joan Ioannou  
Kim Stemler  
Katie Denbo  
Will McCubbins

Absent:

Diane Mandeville  
Heidi Bettencourt  
Jackie Olson

Staff:

Tammy Blount  
Rob O'Keefe  
April Locke  
Alliah Sheta  
Jessica Keener  
Seanie Aceves

Mimi Hahn called the meeting to order at 1:01 p.m.

**PUBLIC COMMENT:** None

**MEMBER AND STAFF ANNOUNCEMENTS:**

- Mimi Hahn welcomed everyone to the second meeting of the fiscal year and allowed for introductions around the table.
- Kim Stemler spoke about the Federal grant of \$300,000 that was awarded to the MCVGA to help promote our region by showcasing California chardonnay and strawberries.
- Christine Sandin mentioned that it is the 20<sup>th</sup> anniversary of the City of Carmel and there will be a parade on the 29<sup>th</sup> of October. Christine also mentioned it is the 50<sup>th</sup> anniversary for the Twyla Tharp Dance Company, and that they will be performing at the Sunset Center on the 14<sup>th</sup> of October.
- Tammy announced an offer has been made for the VP of Sales position and will be making it public soon.
- Rob O'Keefe announced the marketing meeting with Carmel tomorrow, October 6<sup>th</sup> 2016.

**CONSENT AGENDA:**

Minutes of August 9<sup>th</sup>, 2016 Marketing Committee Meeting – **Motion to approve Minutes, M/S/C Joan Ioannou and Christine Sandin, unanimous**

**REGULAR AGENDA**

**NEW BUSINESS**

**A. ROI Grid**

Rob O'Keefe reviewed the ROI grid Tammy Blount mentioned that the grid it is a way to offer more clarity on results of the MCCVB initiatives and to create discussion. Mimi Hahn commented that it is helpful to have the expected metrics for the event or campaign to give an idea of what is to come. Discussion ensued.

**B. MCC Updates**

Mimi Hahn introduced the new GM of the Monterey Conference Center, Doug Phillips. Doug spoke briefly about the renovation timeline and that construction is on schedule.

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# MINUTES

He also mentioned that the target opening date is March 24<sup>th</sup>, 2017. Rob O'Keefe reviewed what has been done in marketing and rebranding the MCC and how looking forward the MCCVB will be focusing on social content to amplify the news of the renovation. Alliah Sheta mentioned there will be a Media FAM promoting the MCC and the other renovated places and spaces in Monterey County in March of 2017.

## C. Construction/Renovation Calendar

Rob O'Keefe reviewed the new construction/renovation calendar draft that captures all the properties who are investing in renovating or constructing their businesses in the county. The calendar will be launched at the 1<sup>st</sup> Quarterly Forum on October 26<sup>th</sup>, 2016. Tammy Blount explained that there was a press release/interview earlier in the day about all the renovations and that the destination is seeing over \$100 million in projects right now.

## D. Advertising on SeeMonterey.com

Staff presented the history of website advertising on seemonterey.com and concerns from Carmel-by-the-Sea regarding run-of-site advertising. Discussion ensued.

**Motion to recommend to the Board of Directors that run of site ads stay on SeeMonterey.com and direct staff to explore options for fixed banners on jurisdiction pages, M/S/C Kim Stemler/ Joan Ioannou, / motion carries with Christine Sandin abstaining,**

## E. Ad Agency Relationship

Rob O'Keefe reviewed the relationship with MCCVB's current ad agency, Cramer-Krasselt. He explained that the MCCVB has moved the focus from traditional print and digital ads to more of social content that is backed up by paid media. Discussion ensued. Mimi Hahn spoke about the need to create a taskforce to review the MCCVB agency RFP and to assist the staff in making a new agency recommendation. Volunteers for the task force include Mimi Hahn, Barry Toepke, Bethany Bachman, Christine Sandin, Joan Ioannou.

## F. MCCVB Research Overview

Mimi Hahn reminded everyone that Robert Row was introduced at the first committee meeting and is the new Market Intelligence Specialist. Rob O'Keefe reviewed the main studies we do are the Visitor Profile Study and the Brand Communication Effectiveness Study. He also mentioned that MCCVB is working with CSUMB on a research initiative focused on getting feedback from local residents and how they believe tourism is effecting the county.

## G. Crisis Communications Plan

Alliah Sheta reviewed the highlights of the current plan and that it will be updated and brought forward for committee review in January 2017. Tammy asked that committee send any samples of crisis plans to Alliah to review as the updated plan is constructed.

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# MINUTES

## H. MCCVB Upcoming Initiatives

Alliah reviewed the 50<sup>th</sup> anniversary of Summer of Love promotion in Summer 2017. Rob O'Keefe reviewed the Winter Campaign and upcoming activations. He also reviewed the plan to work with CSUMB, on a Sustainable Hospitality Symposium to take place in 2017.

**GOOD OF THE ORDER:** None

Mimi Hahn adjourned the meeting at 3:07 p.m.

**Next committee meeting:**  
Thursday, January 12th 2016 | 10:30 AM – 12:00 PM  
MCCVB Conference Room

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