

# AGENDA

Marketing Committee Meeting  
Thursday January 12th, 2017 | 10:30am - 12:00pm  
MCCVB Conference Room

## WELCOME & INTRODUCTIONS

## PUBLIC COMMENT

(This portion of the meeting is reserved for members of the public to address the Board of Directors on any matter not on this agenda but under the jurisdiction of the MCCVB Board of Directors. Board 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. October 5th, 2016 Meeting Minutes  
Recommended Action: Approve Minutes

## REGULAR AGENDA

### NEW BUSINESS

- A. New Metrics of Success  
Recommended Action: Discuss on new/additional metrics to gauge MCCVB success in the future.
- B. Visitors Guide  
Recommended Action: Discuss options for future of the Monterey County Official Visitors Guide.
- C. Spring Campaign/Activations  
Recommended Action: Review and discuss upcoming promotions.
- D. Crisis Communication Plan  
Recommended Action: Review and discuss Crisis Communication Plan.
- E. General Updates  
Recommended Action: Review and discuss major activities currently in progress.
- Agency Search
  - Sustainable Hospitality Symposium
  - MCC/Group Sales
  - Summer of Love
  - Research

## GOOD OF THE ORDER

Recommended Action: Comments from members of the Committee for the Good of the Order and possible recommendations for future marketing committee agenda items.

## ADJOURN

Next Meeting:  
Thursday, April 6th, 2017  
10:30 - 12:00pm  
MCCVB Conference Room

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**MCCVB MISSION:** Drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests and members.