

Minutes

Sales Committee Meeting
Wednesday, January 18, 2017 | 3:30PM- 5:00PM
MCCVB Conference Room

Committee Members Present

Lydia Bates
Cathy Faber
Tim Kessler
Safarina Maluki
Steve McNally
Julie Weaver
Todd Wessing

Terri D'Ayon Joyce
Andrea Ferrara
David Lambert
Timothy McGill
Doug Phillips
Chris Whitman
Nancy Williams

Staff Present

Mark McMinn
Marissa Reader
Robert Row
Rob O'Keefe
Tammy Blount

Public

Bob Buescher
Janine Chicourrat
Carol Chorbajian
Mairead Hennessy

Absent

Heidi Bettencourt
Blanca Erben
Rodney Morrow
Chase Ramirez

John Narigi
John Turner
Randy Venard

CALL TO ORDER: Steve McNally called the meeting to order at 3:32pm.

PUBLIC COMMENT: None

Mairead Hennessy and David Lambert arrived at 3:32pm.

MEMBER AND STAFF ANNOUNCEMENTS: Mark McMinn formally welcomed Chris Whitman the new Director of Sales at Quail Lodge to the committee.

CONSENT AGENDA

Motion to approve consent agenda, M/C/S, Julie Weaver, Safarina Maluki, Unanimous

REGULAR AGENDA

NEW BUSINESS

A. Market Overview

Lauren Siring gave a brief update from her association market. Trends she is seeing include association planners feeling compression from corporate groups when looking at dates, increasing room rates and the challenge of getting their membership to accept these higher rates. Also discussed the rotation of groups into the destination and per diem groups that she is able to find homes for.

Andrea Ferrara arrived at 3:40pm.

B. Sales Committee Survey Results

Rob O'Keefe and Robert Row gave an update on the research survey they are conducting. Robert reviewed a brief presentation of the results so far noting revenue growth as the most important growth metric. Next steps are to send the survey to new and repeat meeting planners across all segments to receive their input. Survey to be shared with Committee before distribution with a completion date of April. Discussion ensued.

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C. 90 Day Recap

Mark McMinn gave a presentation on the findings of his first 90 days that reviewed where he has been and where we are going. Discussed strategy for the sales team in coming months and the creation of a value statements. Discussion ensued.

D. 2019 US Open Hospitality Proposal

Mark presented an opportunity for the CVB to invest in 2019 US Open Corporate Hospitality options and asked the committee for recommendations. The group discussed and consensus was made to not pursue this opportunity due to the large investment required.

John Narigi left at 4:43pm.

E. Reports Dashboard Update

Mark asked the group for recommendation in how the CVB should measure our results and how that should look. Discussion ensued. Action item of reconvening the Task Force Committee was made to look at standardizing a true measurement of the CVB's success.

F. MCCVB Sales Retreat Agenda Review

Mark presented the Sales Retreat agenda to the group and asked for recommendations on any issues he should focus on with the sales team. Discussion ensued. Recommendation made for RSE's to visit all the newly renovated properties when they return in May.

GOOD OF THE ORDER

ADJOURN: The meeting adjourned at 5:07pm.

Next Meeting

Wednesday, March 15, 2017 | 3:30-5:00PM | MCCVB Conference Room

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