

## Minutes

### 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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#### Members Present

Levi Breck  
Terri D'Ayon Joyce  
Andrea Ferrara  
Mairead Hennessy  
Rodney Morrow  
Julie Weaver  
Nancy Williams

Josh Brown  
Cathy Faber  
Amanda Harrison  
Timothy McGill  
Max Schroeder  
Todd Wessing

#### Absent

Candice Cancino  
David Lambert  
Bruce Orinstein

#### Staff

Scott Wilson  
Marissa Panziera  
April Locke  
Allyson Thommen  
Rob O'Keefe

Mairead Hennessy called the meeting to order at 3:33pm.

#### Welcome & Introductions

Mairead Hennessy thanked Josh Brown and Bruce Orinstein for their service and their contributions to the sales committee.

Andrea Ferrara and Max Schroeder arrived at 3:35pm.

**PUBLIC COMMENT:** None

#### **MEMBER AND STAFF ANNOUNCEMENTS**

Amanda Harrison, Nancy Williams, Levi Breck and Julie Weaver announced property renovation updates and timelines. Andrea Ferrara announced they are looking for a Group Rooms Coordinator, Rodney Morrow announced the addition of two new sales managers and Cathy Faber announced the need for a new restaurant Chef.

#### **CONSENT AGENDA**

**Motion to approve consent agenda, M/C/S, Josh Brown, Terri D'Ayon Joyce, Unanimous.**

#### **REGULAR AGENDA**

##### **A. New MCCVB Website Preview**

Allyson Thommen presented a preview of the new MCCVB website and wedding pages.  
Discussion ensued.

##### **B. MCCVB Social Media**

Allyson reviewed social media best practices and group sales opportunities.

##### **C. MCCVB Marketing Update**

Rob O'Keefe presented an update on group marketing and the MCC campaigns. Discussion ensued.

##### **D. MCC Update**

Rob O'Keefe and Nancy Williams reviewed the current progress of renovation and booking pace.

##### **E. Group Sales Opportunities**

Mairead Hennessy spoke to the group about the direction of the sales committee. Discussion ensued and the recommendation of continuing participation with FICP events was made.

**F. Good of The Order**

The impact of Surf Air and jet traffic into the Monterey Regional Airport was added to the next meeting agenda.

Mairead Hennessy adjourned the meeting at 4:56pm.

**NEXT MEETING:**

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