

## AGENDA

### Marketing Committee Meeting

Thursday, October 1, 2015: 10:30 am – 12:00 pm

### MCCVB Conference Room

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#### Welcome & Introductions

#### 1. PUBLIC COMMENT

(This portion of the meeting is reserved for persons to address the Marketing Committee on any matter not on the agenda but under the jurisdiction of the MCCVB Marketing Committee. Committee 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.)

#### 2. MEMBER AND STAFF ANNOUNCEMENTS

#### 3. CONSENT AGENDA

##### A. Minutes of the June 4, 2015 Marketing Committee Meeting

Recommended Action: Approve Minutes

#### 4. REGULAR AGENDA

##### NEW BUSINESS

##### A. MCCVB Updates

1. Big Blue Live recap
2. New website updates
3. China Ready training recap and 2.0 ideas
4. Autumn Up update
5. Media-Content-Booking Channels overview (Travelzoo, Sojern, Booking.com, Amazon)
6. Media Relations update
7. Monterey Conference Center Update

Recommended Action: Review and discuss status updates

##### B. MCCVB Research Programs

1. Overview of VPS, Comm Study, Segmentation Study
2. Marketing Intelligence Reports

Recommended Action: Review and discuss status updates

##### C. 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, January 7, 2016**  
**10:30 am-12:00 pm**  
**MCCVB Conference Room**

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