

Minutes

Sales Committee Meeting

Wednesday, May 18, 2016, 3:30PM – 5:00PM



MCCVB Conference Room | 787 Munras Ave, Suite 110, Monterey, CA 93940

Members Present

Heidi Bettencourt
David Lambert
Terri D'Ayon Joyce
Timothy McGill
Mairead Hennessy
Julie Weaver
Todd Wessing

Nancy Williams
Lydia Bates

Absent

Blanca Erben
Safarina Maluki
Rodney Morrow
Craig Barkdull
Janine Chicourrat
Andrea Ferrara
Chase Ramirez
Cathy Faber

Staff

Scott Wilson
Jennifer Johnson

Mairead Hennessy called the meeting to order at 3:34pm.

Welcome & Introductions

Mairead welcomed new committee member Heidi Bettencourt of Monterey Tides.

PUBLIC COMMENT

None.

MEMBER AND STAFF ANNOUNCEMENTS

None.

CONSENT AGENDA

A. Minutes of the March 16th 2016 Sales Committee Meeting

Motion to approve consent agenda, **M/C/S, Heidi Bettencourt, Terri D'Ayon, Unanimous.**

B. Monthly Reports

Scott Wilson announced that MCCVB Sales Executive, Liz Kara had a baby girl. He noted that the MCCVB marketing team is working on a "renovations" webpage and requested that hoteliers share their renovation dates, images and/or renderings whenever applicable. He reminded the members that all sales managers are welcome to attend the Client Panel and reception on June 28th. He added that the C-Vent training is on June 30th and one person per property is encouraged to attend.

REGULAR AGENDA

A. Booking Business in 2020

Scott reviewed the Pace Report noting that 2020 has less booked rooms that anticipated. Discussion ensued. The group agreed that the reasons were varied and that the leads themselves were not an issue.

B. Hotel RFP Process

Scott reviewed the due dates for lead responses noting that they are requested by the clients; he asked the committee members for feedback on the process to improve response rates. Discussion ensued.

C. 2016-17 Sales Budget Review

Mairead noted that the MCCVB Scorecard for FY2016-17 will include booked room nights. Scott reviewed the budget strategies noting variances to the 15-16 budget including the Conference Center contribution of \$350k. He noted that the Sales Co-op Calendar would be sent out after the Board of Directors blesses the Business Plan and budget on May 25th.

D. April YTD Reports Review

Scott reviewed the Pace Report, Lead and Booking Analysis, Room Night Index and STR reports.

E. Good of The Order

Terri D'Ayon reviewed the Portola's renovation schedule. Nancy reviewed the Conference Center renovation status and her new role as Director of Sales and Events for the City of Monterey.

Mairead Hennessy adjourned the meeting at 4:52pm.

NEXT MEETING:

Wednesday July 20, 2016 | 3:30 – 5:00 PM | MCCVB Conference Room