

MINUTES

Sales Committee - Regular Meeting
Wednesday, October 25, 2023; 3:00pm – 4:30pm
Carmel Mission Inn- Bay Room

The meeting was called to order by Janine Chicourrat at 3:07pm.

Sales Committee Members Present: Alissa O'Briant, Andrea Ferrara, Anita Cowen, Gretchen Baldwin, Terri D'Ayon Joyce, Cathy Faber, Heidi Bettencourt

Committee Members Absent: Donna Langley, Chase Ramirez, Will Elkington, Victoria Salcido, Tim Kessler, Christina Richardson, Sammy Ramos

Advisors Present: Christine Russo-Robertson, Tonya Hufford, Olga Maximoff

Staff: Teresa Savage, Michele Pearce, Marissa Reader, Amber Rodriguez, Krista Sherman

Public: Raquel Ortiz, Nina Sherrill

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS

Teresa Savage introduced Michele Pearce, Senior Convention Sales Manager to the See Monterey team and congratulated David Cater and Joe Marcy to being promoted to Senior positions within the organization. Committee member provide property and staffing updates.

CONSENT AGENDA

- A. Minutes of the April 25th Sales Committee Meeting
- B. Monthly Reports

There was a motion to approve the Consent Agenda as presented. M/S Heidi Bettencourt / Terri D'Ayon Joyce. The motion carried.

REGULAR AGENDA

New Business

A. Smith Travel Research Speaker

- Raquel Ortiz gave a presentation on the state of business and forecast of our destination and California as a whole. Overall Monterey has strong performance within our competitive set trending upwards in ADR over the past few years. Discussion ensued.
- No public comment

B. 1st Quarter Results & Business Development Updates

- Teresa Savage gave a presentation on the activity and results of the business development team.
- No public comment

GOOD OF THE ORDER

Big Sur | Carmel-by-the-Sea | Carmel Valley | Marina | Monterey
Moss Landing | Pacific Grove | Pebble Beach | Salinas | Salinas Valley | Sand City |
Seaside | South County



Anita Cowen suggested inviting the local DMC's to a future committee meeting to review their services and share what the destination has to offer groups.

NEXT MEETINGS:

Joint Sales & Marketing Committee
Wednesday, January 16, 2024- 3:00pm-4:30pm
Location TBD

ADJOURN

Janine Chicourrat adjourned the meeting at 4:16pm.