

AGENDA

Joint Marketing & Sales Committee
Wednesday, January 21, 2026; 3:00pm – 4:30pm
Portola Hotel & Spa- Bonsai Ballroom
2 Portola Plaza, Monterey CA 93940

CALL TO ORDER

PUBLIC COMMENT

This portion of the meeting is reserved for members of the public to address the Joint Marketing & Sales Committees on any matter not on this agenda but under the jurisdiction of the Committee.

MEMBER AND STAFF ANNOUNCEMENTS

CONSENT AGENDA

A. Minutes of the July 23, 2025 Joint Marketing & Sales Committee Meeting
Recommended Action: Approve minutes as presented

B. Monthly Reports
Recommended Action: Receive December 2025 Reports

REGULAR AGENDA

New Business

A. FY25-26 YTD Results & Business Plan Updates
Recommended Action: Receive presentation and provide See Monterey staff with feedback.

B. Review and Recommend Approval of FY25-26 Reforecast and Business Plan
Recommended Action: Receive presentation and provide See Monterey with feedback.

GOOD OF THE ORDER

NEXT MEETINGS:

Marketing Committee
Tuesday, April 14, 2026- 3:00pm-4:30pm

Sales Committee
Wednesday, April 15, 2026- 3:00pm-4:30pm

ADJOURN

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

See Monterey: 99 Pacific Street, Bldg 375 Suite B, Monterey, CA 93940