

## 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