

Minutes

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

Amy Herzog called the meeting to order at 3:02pm.

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS:

Teresa Savage welcomed Dawn Mathes-Park as the new Vice President of Marketing and Community Relations at See Monterey and Faith Heggie, Member Relations Specialist. Leslie Chavez reintroduced new Marketing team members Erin Burd, Content Manager and Mackenzie Fisher, Marketing Coordinator. Teresa also noted the opening of the Kimpton Mirador on January 28th and Courtyard and Residence Inn by Marriott in Sand City on January 12th.

CONSENT AGENDA

There was a motion to approve the Consent Agenda as presented. M/S. Alex Marin/Heidi Bettencourt. The motion carried unanimously.

REGULAR AGENDA

New Business

A. FY25-26 YTD Results & Business Plan Updates

Teresa provided an overview of progress on the FY2025–26 Business Plan, noting that occupancy reached 68.7% in 2025, reflecting a 2.7% year-over-year increase. She also reported that while group business leads and bookings have risen, total room nights are down due to smaller group sizes—a trend observed nationally. Teresa and Joe Marcy highlighted single property market segment and lost business data, trends and partnership data year over year. Leslie Chavez highlighted year-end goal adjustments within the Marketing Department, explaining that initial targets were set conservatively in light of uncertainties surrounding the impact of AI summary on web traffic.

B. Review and Recommend Approval of FY25-26 Reforecast and Business Plan

Teresa and Joe reviewed 2026 meeting industry trends and upcoming co-op opportunities inviting members to join See Monterey on the road. Teresa noted the budget remaining flat in the reforecast with funds shifting from underspent events to meeting incentives and targeted C-suite marketing. Leslie reviewed leisure travel trends and programming updates including a partnership with Wife'd Up, Mic'd Up, promotion of Highway 1 reopening and support of the new direct flight to Chicago. She also reviewed the Marketing Communications budget noting an increase due to the unplanned early reopening of Highway 1 and new Chicago flight that was not included in the original budget.

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COMMITTEE MEMBER ANNOUNCEMENTS: Michael Jordan announced has started as the new Director of Sales & Marketing at Monterey Beach Hotel. Casey Swanston-Edwards shared they have filled Gretchen Baldwin's position at Marriott, and will be undergoing a meeting space and public spaces renovation in Q4 2026. Nicole Turo announced a new sales manager Austin Hartman has started at The Quail. Trenton Platt announced the new children's exhibit "Ocean Emotion" will open in October/November 2026 at the Monterey Bay Aquarium. Anita Cowan shared a National Geographic documentary that was filmed at Sanctuary Beach Resort will be released in October. Amy Herzog announced tickets are live for Carmel Culinary Week running June 5-13, 2026.

GOOD OF THE ORDER: The committee recommended a deeper discussion of the Chicago flight promotion at a future meeting.

NEXT MEETINGS of the Committees:

Marketing Committee

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

Sales Committee

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

Amy Herzog adjourned the meeting at 4:18pm.

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