

Meeting Minutes

See Monterey Joint Marketing & Sales Committee - Regular Meeting

Wednesday, April 16, 2025 3:00pm – 4:30pm

Location: Asilomar Conference Grounds- Kiln Room

Barry Toepke called the meeting to order at 3:04pm.

MEMBER AND STAFF ANNOUNCEMENTS

Committee members went around the room with introductions and any updates at their place of business.

- Peter B's renovations to be completed by this summer
- Laurie/City of Monterey: Economic development a big topic, presented economic dev plan in March, town halls & surveys to take place in Spring/Summer 2025, bring final economic dev. Strategy to council in the fall
- Sunday Mimosa + bloody Mary brunch at Inns of Monterey
- 2 new highland cows joining CVR herd
- Check Please show filming at Monterey Plaza this week to air in July
- Asilomar planning several capital improvements and restoration projects in the next year, room renovations. Mothers Day brunch, Sunset music series returning Memorial day weekend

Lindsey Stevens announced the promotion of Hoku Young to Digital Marketing Manager, highlighted the return of JSX flights out of Monterey Airport and announced See Monterey was awarded the Hermes Gold Winner Award for the new website design. An international market update was discussed in regards to Canada with a new opportunity with Visit CA x Expedia Canada available to the committee to bolster travel from the region.

CONSENT AGENDA

- A. Minutes of the January 22, 2025 Joint Marketing & Sales Committee Meeting
Recommended Action: Approve minutes as presented
- B. Monthly Reports
Recommended Action: Receive March Reports

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

SPECIAL PRESENTATION:

Friends of Laguna Seca, WeatherTech Raceway Laguna Seca

Mel Harder, General Manager of Friends of Laguna Seca, highlighted the organization's focus on restoration and revitalization of WeatherTech Raceway Laguna Seca in coming years. Mel highlighted the \$50 million+ capital improvement plans focused on upgrades and development of the entire property. Upcoming projects, new building structures, increased community activities, events, recreation, and entertainment opportunities were discussed. Mel also spoke to the

track as being an economic engine that will benefit all of Monterey County and thanked the group for their partnership.

- Fox TV covering the major races presenting the opportunity to also showcase the destination, Fox putting a lot of resources behind promoting the road to Laguna
- 458 entries for the Rolex event in August, F1 celebrating its 75th anniversary with increased presence at the event
- Friends wants to complement not compete with current programming in the area
- Looking into concerts and other possible events to host onsite similar to BottleRock

REGULAR AGENDA

New Business

A. FY 2024-25 3rd Quarter Sales and Marketing Results

Lindsey Stevens presented YTD marketing progress towards goals noting a 92% increase in video content YOY. Earned media, Q4 major projects and a refreshed Responsible Travel Campaign were reviewed. Teresa Savage presented group business development productivity updates, STR occupancy, recent sales activities and reminded the group of the Booking Incentive available to all hotels to help close business.

B. Fiscal Year 2025-26 Business Plan and Budget

Rob O'Keefe opened the discussion up with a brief tourism outlook with situational analysis and reviewed the strategic imperatives of the MCT 2030 plan. Additional TID dollars were discussed for a new key event strategy and increasing the reach of See Monterey in the marketing department. Sourcing new business and further out markets was discussed as a sales strategic priority. The draft marketing communications and business development budgets were reviewed with the committees for their input noting slight increases YOY due to increased funding.

- What industry organizations should See Monterey or hotel partners get more involved in on their boards, SITE/MPI, others outside the area to explore?

GOOD OF THE ORDER - None

NEXT MEETING OF THE COMMITTEES: July TBD

Barry Toepke adjourned the meeting at 4:41pm.