

## AGENDA

See Monterey Joint Marketing & Sales Committee - Regular Meeting

Wednesday, July 23, 2025 3:00pm – 4:30pm

Location: Monterey Conference Center- Steinbeck 3

1 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 Marketing and Sales Committees on any matter not on this agenda but under the jurisdiction of the Committees.*

### MEMBER AND STAFF ANNOUNCEMENTS

### CONSENT AGENDA

- A. Minutes of the April 16, 2025, Joint Marketing & Sales Committee Meeting

Recommended Action: Approve minutes as presented

- B. Monthly Reports

Recommended Action: Receive June Reports

### REGULAR AGENDA

#### New Business

- A. Fiscal Year 2024-25 Year End Results

Recommended Action: Receive presentation and discuss year end results.

- B. Fiscal Year 2025-26 Business Plan

Recommended Action: Receive presentation and discuss sales & marketing business plan and activities.

### GOOD OF THE ORDER

### NEXT MEETING OF THE COMMITTEES:

Tuesday, October 15, 2025- 3:00pm-4:30pm: Marketing Committee

Wednesday, October 16, 2025- 3:00pm-4:30pm: Sales Committee

### ADJOURN