

Meeting Minutes

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

Chris Sommers called the meeting to order at 3:04pm.

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS

Chris welcomed Amy Herzog as his co-chair of the meeting and noted the importance of both committees working together to be collaborative. Committee members went around the room with introductions, booking pace and Car Week updates, and any new developments at their business. Teresa Savage introduced new staff members Kelsey Shoup and Alexa Rogalski, welcomed the remote Business Development Executives to the meeting and noted See Monterey has an offer out to a new Director of Public Relations. Lindsey provided an update on the Car Week media roundtable scheduled for July 30th at Laguna Seca inviting media and event planners to join. She also highlighted the new partnership with the track that includes increased exposure through promotional and information ads, track signage and media.

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

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

REGULAR AGENDA

New Business

- A. Fiscal Year 2024-25 Year End Results

Teresa Savage presented group business development year end productivity results, noted STR occupancy up 5.3%, recent sales activities. Teresa also noted the team's effort in generating 83,000 booked room nights with a \$86 million dollar economic impact to the county. Lindsey Stevens presented year end marketing communications results noting a 26% increase in influenced trips to 547k overnight trips, and the first time we've generated \$1.1 billion in influenced visitor spending. The How2Hwy1 program was reviewed and encouraged to share with front line staff interacting with visitors. Committee members were also encouraged to participate in the Another Day in Monterey 3rd Night Free promotion See Monterey will be offering in the fall.

B. Fiscal Year 2025-26 Business Plan

Teresa and Lindsey highlighted key strategies for the new fiscal year. Teresa reminded the group of the Booking Incentive available to all hotels to help close business up to \$20,000. Committee members were invited to join the Business Development team in our booth at the IMEX tradeshow in Las Vegas to drive group business, along with other co-op opportunities in the fall. Lindsey highlighted expanding See Monterey's marketing reach and developing the regional identities of Monterey County.

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

Chris Sommers adjourned the meeting at 4:40pm.