

AGENDA

See Monterey Sales Committee

Wednesday, October 21, 2026 3:00pm – 4:30pm

Location: Casa Munras Garden Hotel & Spa

700 Munras Ave, Monterey, CA 93940

CALL TO ORDER

PUBLIC COMMENT

This portion of the meeting is reserved for members of the public to address the Sales Committee 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 29, 2026 Joint Marketing & Sales Committee Meeting
Recommended Action: Approve minutes as presented
- B. Monthly Reports
Recommended Action: Receive Q1 Reports

REGULAR AGENDA

New Business

- A. 1st Quarter Results and Business Development Updates
Recommended Action: Receive presentation and review Q1 results, highlights and event co-ops. Provide See Monterey staff with feedback.
- B. Review Current and Upcoming Sales & Marketing Initiatives
Recommended Action: Receive presentation and provide See Monterey staff with feedback.

GOOD OF THE ORDER

NEXT MEETING OF THE COMMITTEES:

Joint Marketing & Sales Committee Reforecast

Wednesday, January 20, 2027- 3:00pm-4:30pm

ADJOURN