

AGENDA

Joint Marketing & Sales Committee

Tuesday, April 14, 2026; 3:00pm – 4:30pm

Residence Inn by Marriott Sand City Monterey; Ponderosa Room

800 Morgans Way, Sand City CA 93955

CALL TO ORDER

PUBLIC COMMENT

This portion of the meeting is reserved for members of the public to address the Joint Marketing & Sales Committees on any matter not on this agenda but under the jurisdiction of the Committee.

MEMBER AND STAFF ANNOUNCEMENTS

CONSENT AGENDA

A. Minutes of the January 21, 2026 Joint Marketing & Sales Committee Meeting

Recommended Action: Approve minutes as presented

B. Monthly Reports

Recommended Action: Receive March 2026 Reports

REGULAR AGENDA

New Business

A. FY 2025-26 YTD Results and Business Plan Updates

Recommended Action: Receive the presentation and discuss YTD results.

B. Fiscal Year 2026-27 Business Plan and Budget

Recommended Action: Receive presentation and discuss sales & marketing business plan and activities. Provide See Monterey Staff with feedback.

GOOD OF THE ORDER

NEXT MEETINGS: TBD July 2026

ADJOURN