Meeting Minutes

See Monterey Joint Marketing & Sales Committee - Regular Meeting
Wednesday, July 29, 2026, 3:00pm - 4:30pm
Location: Monterey Conference Center - Steinbeck 1, 1 Portola Plaza, Monterey CA 93940

Committee Members Present:

Sales Committee:

Heidi Bettencourt	Hyatt Regency Monterey Hotel and Spa
Vivian Garcia	Asilomar Conference Grounds
Alex Marin	Asilomar Conference Grounds
Casey Swanston Edwards	Monterey Marriott
Kehaulani McGregor	InterContinental The Clement
Terri D'Ayon Joyce	Portola Hotel and Spa
Tyler DeWittie	Kimpton Mirador
Janet Fagan	Courtyard/Residence Inn Sand City
[Substitute for Michael Jordan - name TBD]	Monterey Beach Hotel

Marketing Committee:

Will Elkington (Chair)	Monterey Plaza Hotel
Trenton Platt	Monterey Bay Aquarium
Paige Weaver	City of Monterey
Tonya Hufford	City of Monterey
Eric Vogel	Pebble Beach Company
Evan Loewy	Other Brother
Colin Twohig	Big Sur River Inn
Sue Dreyer	Inns of Monterey
Amy Herzog	Visit Carmel

Other Board Members Present: Janine Chicourrat, Erik Uppman
Staff Present: Jeff Watts, David Cater, Joe Marcy, Michele Pearce, Teresa Savage, Dawn Mathes-Park, Leslie Chavez, Mackenzie Fisher, Erin Burd, Sandy Huerta, Colleen Courtney, Jennifer Chiesa
Other Attendees: Lauren Siring, Christine Russo Robertson

CALL TO ORDER: Will Elkington called the meeting to order at 3:05 p.m.

INTRODUCTIONS: Teresa Savage introduced Will Elkington as Chair of the Marketing Committee and Heidi Bettencourt as Chair of the Sales Committee. All attendees went around the room to introduce themselves and share brief updates on their properties and organizations.

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS: See Monterey welcomed two new team members, Jeff Watts (Executive and Board Administrator) and Colleen Courtney (Community Relations Director). Staff also announced Krista Bailey Sherman's Cal Travel 30 & Under award and Kayce Boettcher's Smart Meetings Stellar Performer recognition. Jennifer Chiesa gave an update on the Monterey Car Week Media Roundtable held at WeatherTech Raceway, including a refreshed Car Week website and new online media resource center.

CONSENT AGENDA

A. Agenda: Minutes of the April 14, 2026 Joint Marketing & Sales Committee Meeting
   Recommended Action: Approve minutes as presented
   There was a motion to approve the consent agenda as presented. M/S Amy Herzog / Heidi Bettencourt. The motion carried unanimously.
B. Agenda: Monthly Reports
   Recommended Action: Receive June Reports

REGULAR AGENDA
NEW BUSINESS

A. Agenda: Fiscal Year 2025-26 Year End Results
   Recommended Action: Receive presentation and discuss year-end results
   Staff presented year-end performance data (occupancy, ADR, demand, and business development results). No motion was made.
B. Agenda: Fiscal Year 2026-27 Business Plan
   Recommended Action: Receive presentation and discuss sales & marketing business plan and activities
   Staff presented the FY2026-27 marketing and sales plan. Board members discussed the One More Night campaign booking window, requesting it extend through February and asking for the ability to exclude specific from participation. Members also discussed submitting their holiday event information to See Monterey for inclusion on a dedicated holiday information hub, similar to the Car Week website. Staff reminded attendees to register for the See Monterey Annual Meeting on September 17. No motion was made.

BOARD MEMBER ANNOUNCEMENTS: None

GOOD OF THE ORDER:
Any further discussions: Janine raised concerns about TikTok and "TikTok Go" influencer activity generating bookings for member properties that route through third-party platforms rather than direct booking channels, and asked how to help redirect those bookings back to hotels directly. Staff noted See Monterey maintains an active TikTok presence and offered to help members monitor related content.

Any Public Comment: None

NEXT MEETING: Sales Committee: Wednesday, October 21, 2026, 3:00pm - 4:30pm; Marketing Committee: Thursday, October 22, 2026, 3:00pm - 4:30pm

ADJOURN: Will Elkington adjourned the meeting at 4:37 p.m.