

Minutes

Joint Marketing & Sales Committee
Wednesday, January 22, 2025; 3:00pm – 4:30pm
Monterey Beach Hotel-Cypress Ballroom
2600 Sand Dunes Dr., Monterey, CA 93940

Kevin Ellis called the meeting to order at 3:07pm.

PUBLIC COMMENT- None.

MEMBER AND STAFF ANNOUNCEMENTS

Lindsey Stevens welcomed Katie Soltas, Director of Public Relations to the See Monterey team, highlighted recent awards, the upcoming Wayfinding workshop The Right Path to Marketing Responsible Travel, and crisis response to the power plant fire in Moss Landing.

CONSENT AGENDA

A. Minutes of the October 16, 2024 Joint Marketing & Sales Committee Meeting

Recommended Action: Approve minutes as presented

B. Monthly Reports

Recommended Action: Receive December 2024 Reports

There was a motion to approve the Consent Agenda as presented. M/S. Amy Herzog/Heidi Bettencourt. The motion carried unanimously.

REGULAR AGENDA

New Business

A. FY24-25 YTD Results & Business Plan Updates

Teresa Savage and Lindsey Stevens presented YTD business development productivity and marketing KPI's, future booking pace at the Monterey Conference Center and the reviewed See Monterey's new website design and features.

B. Review and Recommend Approval of FY24-25 Reforecast and Business Plan

Teresa reviewed the forecast for 2025, and results + trends from the Meeting Planner study conducted by See Monterey. The Business Development and Marketing budget reforecast was presented for the committee's review, variances were outlined and discussed by the group. The new group sizzle video was presented to the group along with other recent videos.

GOOD OF THE ORDER: Kevin Ellis suggested including an update on the latest Monterey Regional Airport renovations at the next meeting. Lindsey asked the committee if the next meeting could be combined into a joint meeting of the Marketing & Sales committee to accommodate a guest speaker from Friends of Laguna Seca.

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NEXT MEETINGS:

Marketing Committee

Tuesday, April 15, 2025- 3:00pm-4:30pm

Sales Committee

Wednesday, April 16, 2025- 3:00pm-4:30pm

Kevin Ellis adjourned the meeting at 4:41pm.

DRAFT

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