

AGENDA

See Monterey Joint Marketing & Sales Committee - Regular Meeting
Wednesday, April 16, 2025 3:00pm – 4:30pm
Location: Asilomar Conference Grounds- Kiln Room
800 Asilomar Ave, Pacific Grove, CA 93950

CALL TO ORDER

PUBLIC COMMENT

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

MEMBER AND STAFF ANNOUNCEMENTS

CONSENT AGENDA

- A. Minutes of the January 22, 2025 Joint Marketing & Sales Committee Meeting
Recommended Action: Approve minutes as presented

- B. Monthly Reports
Recommended Action: Receive March Reports

SPECIAL PRESENTATION:

Friends of Laguna Seca, WeatherTech Raceway Laguna Seca

REGULAR AGENDA

New Business

- A. FY 2024-25 3rd Quarter Sales and Marketing Results
Recommended Action: Receive the presentation and discuss mid-year results.

- B. Fiscal Year 2025-26 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 MEETING OF THE COMMITTEES: July TBD

ADJOURN