### **AGENDA**

### Joint Marketing & Sales Committee

Wednesday, January 22, 2025; 3:00pm – 4:30pm

Monterey Beach Hotel-Cypress Ballroom

2600 Sand Dunes Dr., Monterey, CA 93940

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

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

Recommended Action: Approve minutes as presented

1. Monthly Reports

Recommended Action: Receive December 2024 Reports

REGULAR AGENDA

New Business

1. FY24-25 YTD Results & Business Plan Updates

Recommended Action: Receive presentation and review YTD results, highlights, and event co-ops. Provide See Monterey staff with feedback.

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

Recommended Action: Receive presentation and provide See Monterey with feedback.

GOOD OF THE ORDER

NEXT MEETINGS:

Marketing Committee

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

Sales Committee

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

ADJOURN