**Minutes**

### See Monterey Joint Marketing & Sales Committee - Special Meeting

Wednesday, October 16, 2024; 3:00pm – 4:30pm

The Sanctuary Beach Resort- Cannery Room

3295 Dunes Drive, Marina CA 93933

Barry Toepke called the meeting to order at 3:05pm.

PUBLIC COMMENT- None.

MEMBER AND STAFF ANNOUNCEMENTS

Committee members went around the room announcing any new staffing change, job openings and upcoming events at their property.

CONSENT AGENDA

1. Minutes of the July 24th Joint Marketing & Sales Committee Meeting

Recommended Action: Approve minutes as presented

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

REGULAR AGENDA

New Business

1. Monterey Regional Airport Speaker

Mike LaPier with the Monterey Regional Airport presented on the current airport status, current funding and highlighted the upcoming terminal renovation and timeline. Discussions ensued.

1. 1st Quarter Results & Business Development Updates

Teresa Savage reviewed Q1 results, introduced the new Inspiration Meets Here group campaign and surrounding activations, reviewed upcoming events and future co-op opportunities.

1. Review Current Marketing Communications & Initiatives

Lindsey Stevens reviewed upcoming programs and initiatives, highlighted media hosted in the destination, and reviewed See Monterey’s partnership with KindTraveler. Committee members were asked to reach out if their properties were interested in participating.

GOOD OF THE ORDER:

NEXT MEETING OF THE COMMITTEE:

Joint Marketing & Sales Committee

Wednesday, January 22, 2025- 3:00pm-4:30pm- Location TBD

Barry Toepke adjourned the meeting at 4:42pm.