

AGENDA

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

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

- A. Minutes of the July 24th Joint Marketing & Sales Committee Meeting
Recommended Action: Approve minutes as presented

REGULAR AGENDA

New Business

- A. Monterey Regional Airport Speaker

Recommended Action: Receive presentation from Mike LaPier with the Monterey Regional Airport on the upcoming airport renovation.

- B. 1st Quarter Results & Business Development Updates

Recommended Action: Receive presentation and review Q1 results, highlights, and event co-ops. Provide See Monterey staff with feedback.

- C. Review Current Marketing Communications & Initiatives.

Recommended Action: Receive presentation and discuss.

GOOD OF THE ORDER

NEXT MEETINGS:

Joint Marketing & Sales Committee
Wednesday, January 22, 2025- 3:00pm-4:30pm
Location TBD

ADJOURN

Big Sur | Carmel-by-the-Sea | Carmel Valley | Marina | Monterey
Moss Landing | Pacific Grove | Pebble Beach | Salinas | Salinas Valley | Sand City |
Seaside | South County