

AGENDA

See Monterey Marketing Committee - Regular Meeting
Tuesday, April 16th, 2024; 3:00pm – 4:30pm

Location:

Marbella Space at Casa Munras Garden Hotel & Spa
700 Munras Ave
Monterey, CA 93940

CALL TO ORDER

PUBLIC COMMENT

This portion of the meeting is reserved for members of the public to address the Committee on any matter not on this agenda but under the jurisdiction of the See Monterey Marketing Committee.

MEMBER AND STAFF ANNOUNCEMENTS

CONSENT AGENDA

- A. Minutes of the October 24th, 2023 Marketing Committee Meeting
Recommended Action: Approve minutes as presented.
- B. Monthly Reports
Recommended Action: Receive January – March 2024 Reports.

REGULAR AGENDA

New Business

- A. Review Current Marketing Communications Activities
Recommended Action: Receive presentation and discuss results.
- B. Fiscal Year 2024-2025 Business Plan
Recommended Action: Receive presentation and discuss marketing communications plan. Provide feedback and recommendations to See Monterey team.

GOOD OF THE ORDER

Recommended action: Comments from members of the Committee for the Good of the Order and possible recommendations for future marketing committee agenda items.

NEXT MEETING:

TBD

ADJOURN