

Minutes

See Monterey Joint Marketing & Sales Committee - Regular Meeting
Wednesday, July 24, 2024, 3:00pm – 4:30pm
Location: Casa Palmero Boardroom: Pebble Beach Resorts
1518 Cypress Drive, Pebble Beach, CA 93953

David Lurie called the meeting to order at 3:06pm.

PUBLIC COMMENT- None.

MEMBER AND STAFF ANNOUNCEMENTS

CONSENT AGENDA

- A. Minutes of the January 16th Joint Marketing Committee & Sales Meeting
Recommended Action: Approve minutes as presented
- B. Monthly Reports
Recommended Action: Receive June Reports

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

- A. FY 2024-2025 Business Plan
Teresa Savage and Lindsey Stevens provided highlights from the FY2023-2024 year end reports and reviewed the business plan for the next year. Business Development business plan highlights included a booking incentive, available co-op opportunities, Flash Your Badge and site incentive. Marketing Communications highlights included the introduction of a new group sales campaign Inspiration Meets Here, See Monterey website redesign and Minneapolis direct flight campaigns. Discussions ensued.

GOOD OF THE ORDER:

NEXT MEETING OF THE COMMITTEES:

Tuesday, October 15, 2024- 3:00pm-4:30pm: Marketing Committee (in person)

Wednesday, October 16, 2024- 3:00pm-4:30pm: Sales Committee (in person)

David adjourned the meeting at 4:14pm.