

MEETING Minutes

MCTID Oversight Committee (Special)

Thursday, January 23, 2025; 4:00pm – 5:00pm

Monterey Plaza Hotel- Cypress Ballroom 3&4

400 Cannery Row, Monterey CA 93940

Committee Members Present: John Turner (Chair), Janine Chicourrat, Tim McGregor, Chris Sommers (Vice Chair), Teri Owens, Amrish Patel, Fady Hanna, Tonya Hufford

Staff and others present: Rob O'Keefe, Teresa Savage, Marissa Reader, Richard Dole, Alyssa Rendon, and Bina Patel

CALL TO ORDER: John Turner called the meeting to order at 4:04pm.

PUBLIC COMMENT: None

STAFF ANNOUNCEMENTS: Rob O'Keefe welcomed Katie Soltas, Director of Public Relations to the See Monterey team and briefly highlighted the crisis response to the power plant fire in Moss Landing.

CONSENT AGENDA

A. Minutes of the October 30, 2024 MCTID Oversight Meeting

Recommended Action: Approve the draft minutes as presented.

There was a motion to approve the Consent Agenda as presented. M/S Teri Owens/Chris Sommers. The motion passed unanimously.

REGULAR AGENDA

New Business

A. MCTID Increase Update

Rob provided an update on the status of preparations for the TID increase including the mailing of a notification to all hotels in January, with additional mailings scheduled for February and May. The comp set budget per room per year analysis was presented and discussed with a recommendation to review the formula used to calculate to reflect differences in budget and number of rooms in each competitor city. TID performance by hotel tier, key areas of focus and plans for the additional revenue of \$1.2mm were also presented.

B. FY2024-25 Budget Reforecast

Rob presented a topline overview of the reforecast for the second half of the fiscal year noting plans for increased paid media and PR

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

activations to broaden See Monterey's reach to further markets with savings from the first half of the year. Contingency funds were noted in the budget for potential legal fees while savings in Talent were recommended to revisit in April.

COMMITTEE MEMBER ANNOUNCEMENTS: Teri Owens announced she will be leaving the area to take a position in Phoenix and that the General Manager position at Embassy Suites Monterey Bay Seaside will be open soon.

GOOD OF THE ORDER: None

NEXT MEETING: Joint MCTIDOC and Board of Directors FY2024-25 Budget Workshop, April 24, 2025

ADJOURN: John Turner adjourned the meeting at 5:07pm.