

## **MEETING Minutes**

Board of Directors Meeting

Thursday, January 29, 2026 | 3:00PM – 5:00PM

Embassy Suites – Laguna Grande EFG

1441 Canyon Del Rey, Seaside, CA 93955

Janine Chicourrat called the meeting to order at 3:04pm.

PUBLIC COMMENT- None

### **SPECIAL PRESENTATION: 2027 US Men’s Open Pebble Beach**

Rob O’Keefe introduced Danny Sink, Senior Director of the U.S. Open Championships. Mr. Sink informed the committee that the USGA has established a local office in Pacific Grove to support planning efforts for the eight upcoming Men’s and Women’s Championships at Pebble Beach. He emphasized the importance of collaborating with local hotels to secure accommodations for USGA staff during the tournament and invited board members to contact him directly for any assistance needed.

### **STAFF ANNOUNCEMENTS:**

Rob O’Keefe welcomed Dawn Mathes-Park as the new Vice President of Marketing and Community Relations at See Monterey and acknowledged several recent hires made in Fall 2025. He also provided a brief update on ongoing wine country initiatives aimed at driving visitation to the region, noting that additional details will be shared as efforts progress. The See Monterey “It Takes 2” membership program was introduced as a new, practical approach for staff to engage with members through brief, high-impact visits. Board members were invited to participate in this initiative.

### **CONSENT AGENDA**

- A. Minutes of the October 30, 2025, Board of Directors Meeting  
Recommended Action: Approve the draft minutes as presented.
- B. FY2025-26 Mid-Year Results Reports  
Recommended Action: Receive Mid-Year Department Results Reports
- C. Mid-Year (December 2025) Financial Statements  
Recommended Action: Approve December 2025 YTD Financial Statements
- D. 401k Retirement Plan Broker of Record Change  
Recommended Action: Approve recommendation from Finance Committee to change broker of record from Hub International to Merrill Lynch
- E. Audit Firm Selection

Recommended Action: Approve recommendation from Finance Committee to change Audit Firms to McGilloway, Ray, Brown & Kaufman

*There was a motion to approve the Consent Agenda as presented. M/S. John Turner/Bina Patel. The motion carried unanimously.*

## REGULAR AGENDA

### New Business

#### A. See Monterey New Board Advisor

Rob O’Keefe introduced Nat Rojanasathira as a candidate to fill the recently vacated City of Monterey Advisor seat. Nat thanked the committee for their support noting a new City Manager was hired and will be announced at next week’s City Council meeting.

*There was a motion to elect Nat Rojanasathira as the replacement to the vacant City of Monterey Advisor Seat as recommended by the Board Development Committee. M/S Chris Sommers/Erik Uppman. The motion carried unanimously.*

#### B. See Monterey FY2025-26 Business Plan Update

Rob O’Keefe provided an overview of progress on the FY2025–26 Business Plan, noting that occupancy reached 68.7% in 2025, reflecting a 2.7% year-over-year increase. Teresa Savage reported that while group business leads and bookings have increased, total room nights are down due to smaller group sizes—a trend observed nationally.

Rob highlighted year-end goal adjustments within the Marketing Communications department, explaining that initial targets were set conservatively in light of uncertainties surrounding the impact of AI summaries on web traffic.

Teresa and Rob also discussed the event development strategy underway with Hunden Partners which is focused on managed growth of both existing and new events within Monterey County. The committee engaged in further discussion regarding current and potential event opportunities, including Car Week.

#### C. FY2025-2026 Budget Reforecast

Rob and Teresa presented an overview of the FY2025–26 Budget Reforecast, including high-level summaries of departmental variances. The Business Development reforecast remained flat, while the Marketing Communications budget increased due to the unplanned early reopening of Highway 1 and the new Chicago direct flight. Current industry trends were reviewed, along with upcoming



programming such as Monterey 1000, Off the Canvas, and a Monterey County feature on Wheel of Fortune.

*There was a motion to approve the FY2025-26 Budget Reforecast. M/S Margaret D’Arrigo/Nat Rojanasathira. The motion carried unanimously.*

D. Board Development & Leadership Symposium

Janine and Erik provided a recap of their participation in the Board Leadership Symposium. Key takeaways included recognition that See Monterey operates at a high level and benefits from a strong, experienced board representing a geographically diverse county. Janine encouraged committee members to read Bill Geist’s Destination Leadership book and to revisit See Monterey’s values and mission statement.

BOARD MEMBER ANNOUNCEMENTS: Kate Daniels inquired if the committee had noticed a drop in visitors to the county due to the current political climate. Janine noted there has been a drop in international travel to Monterey.

GOOD OF THE ORDER: None

NEXT MEETING OF THE BOARD: April 23, 2026- Joint Board & MCTID Budget Workshop (Special)

Janine Chicourrat adjourned the meeting at 5:01pm.

I attest that the Board of Directors approved these minutes at a regularly scheduled Board meeting on April 23, 2026.

Signed Donna Langley, Board Secretary

Date

**MEMBERS PRESENT**

Janine Chicourrat

**MEMBERS ABSENT**

Stefan Lorch

**GUESTS PRESENT**

Danny Sink

**STAFF PRESENT**

Rob O’Keefe

Big Sur | Carmel-by-the-Sea | Carmel Valley | Marina | Monterey | Moss Landing | Pacific Grove Pebble Beach | Salinas | Salinas Valley | Seaside | South County  
See Monterey: 99 Pacific Street, Bldg 375 Suite B, Monterey CA 93942

# SEE MONTEREY

Chris Sommers	Kirk Gafill	Nat Rojanasathira	Teresa Savage
Donna Langley	Sean Panchal	Kathy Biala	Richard Dole
Erik Uppman	Mike LaBarre		Dawn Mathes- Park
Kate Daniels	Amrish Patel		Jeniffer Murray
Margaret D'Arrigo	Hartmut Ott		Marissa Reader
Mel Harder	Paula Joy-MacNab		Leslie Stevens
Amy Herzog	Ed Smith		Jennifer Chiesa
Paige Viren	Kevin Ellis		
Norm Groot	Anna Velazquez		
Dale Johnson			
Jacquie Atchison			
Michelle Overmeyer			
Sylvain Briens			
Chris Morello			
Liesbeth Visscher			
Erin Sollecito			
Tonya Hufford			
John Turner			
Dana Allen-Greil			
Bina Patel			