

## Meeting Minutes

MCTID Oversight Committee

Thursday, January 8, 2026 | 4:00PM – 5:00PM

Committee Members Present: John Turner (Chair), Janine Chicourrat, Stefan Lorch, Donna Langley, Sylvain Briens

Staff and others present: Rob O’Keefe, Teresa Savage, Jeniffer Murray, Richard Dole, Alex Marin, Colin Twohig, Chris Morello

CALL TO ORDER: John Turner called the meeting to order at 3:36 PM.

PUBLIC COMMENT: None

STAFF ANNOUNCEMENTS: Rob O’Keefe noted new hires Dawn Mathes-Park, Vice President of Marketing & Community Relations. Rob spoke of the recent Wife’d Up Mic’d Up campaign with Clair Kittle and Kristin Juszyk highlighting various Monterey County destinations and AT&T Pebble Beach Pro-Am.

SPECIAL PRESENTATION: Chris Morello from Monterey Regional Airport presented information about Monterey Peninsula Airport District (MPAD), the benefits to our region highlighting the National Plan of Integrated Airport Systems (NPIAS), top markets to the Monterey region, and the recent implementation of direct flights to and from Chicago, IL.

### CONSENT AGENDA

A. Minutes of the June 12, 2025 MCTID Oversight Meetings

*There was a motion to approve the Consent Agenda as presented. M/S Stefan Lorch/Janine Chicourrat. The motion passed unanimously.*

### REGULAR AGENDA

New Business

A. Market Business Update

The group discussed current occupancy and revenue trends thru November, with strong growth noted in occupancy, ADR, RevPar and overall revenue across the County. Market performance remains promising with year over year growth in occupancy, ADR, and total rooms revenue up 2.9%, 3% and 5.1% respectively. The group discussed the importance of a continued focus on driving occupancy, particularly through the winter months.

B. MCTID Oversight Committee Open Positions Update

[www.SeeMonterey.com](http://www.SeeMonterey.com)

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

Rob noted the Committee currently has five vacant positions from Seaside, Sand City, Pacific Grove, and County of Monterey (2). Rob presented Dale Johnson, (Seaside), Alex Marin (Pacific Grove) and Colin Lambert (Monterey County) as recommended to fill three of the vacancies. He further advised the committee of the recommendation to appoint Bob Lambert (Monterey County) and Fady Hanna (Sandy City) once things have been finalized with their respective jurisdictions.

*There was a motion to approve the appointment of Dale Johnson, Alex Marin, and Colin Lambert to the MCTID committee. M/S Chris Sommers/Janine Chicourrat. The motion passed unanimously.*

C. See Monterey Major Initiatives and Event Strategy

Rob discussed HWY 1 reopening, Super Bowl/AT&T, Monterey 1000, Arts Tourism, New Chicago Flight and FIFA as the major initiatives See Monterey is currently working on. Rob also reported the current Another Day Fall 2025 promotion generated \$900k economic impact and 7:1 ROI through the spring. The promotion has been extended through March 31, 2026.

Rob announced that a county wide events gap analysis is underway. In addition to an event task force being formed, Hunden Partners has been hired to evaluate/identify opportunities to develop existing and attract new events. The final analysis will be completed in April 2026.

COMMITTEE MEMBER ANNOUNCEMENTS: None

GOOD OF THE ORDER: Janine Chicourrat thanked those properties that will be participating in the upcoming Rancho Cielo Culinary Roundup.

NEXT MEETING: Board Meeting April 2, 2026

ADJOURN: John Turner adjourned the meeting at 4:55 PM.