AGENDA

See Monterey Executive Committee Special Meeting - Closed Session

Tuesday, October 27, 2026; 10:00AM-11:00AM

Location: Zoom
Join Zoom Meeting:
https://zoom.us/j/97338311131?pwd=M4EG7O6r0RSlfmjkuFoPMvso0lCaZv.1&from=addon

Meeting ID: 973 3831 1131
Passcode: 649265

CALL TO ORDER

PUBLIC COMMENT
This portion of the meeting is reserved for members of the public to address the Executive Committee on any matter not on this agenda but under the jurisdiction of the Committee.

COMMITTEE MEMBER AND STAFF ANNOUNCEMENTS

Adjourn to Closed Session

Closed Session Agenda

A. Personnel Matter: Discuss confidential personnel matter. Recommended Action: No action necessary

Reconvene from Closed Session

B. See Monterey Team FY2026-27 Incentive Plan: Review proposed incentive plans for See Monterey team members.
Recommended Action: Approve incentive plan as presented.

C. See Monterey Master Calendar: Review master calendar format and content.
Recommended Action: No action necessary

GOOD OF THE ORDER

NEXT MEETING OF THE EXECUTIVE COMMITTEE: TBD

ADJOURN

Manager/Director/VP Positions: 10% of base salary
Group Business Development SVP and BDE's: 20% of base salary

100/90/80 rule for all Incentives

ORGANIZATIONAL GOALS (Scorecard):
Group Business Development (GBD):
Lead Generation – 925
Conversion Rate – 24%
New Business – 35%

Marketing Communications (MC):
Overall, the goal is to track measure of visibility across search, social and AI
Engaged Web Sessions 1.4 M (flat YoY)
Social Media Cross Channel Growth (+6%) at 6% Engagement Rate
Intent to Visit Score 4.3

INCENTIVE PLAN:

Position/Team Mem.	Criteria	Weight
GROUP BUSINESS DEVELOPMENT		
Sr. Vice President of Business Operations	Org Goals	
Teresa Savage	GBD Goals	60%
	MC Goals	20%
	Financial Management	10%
	Cultural Leadership	10%
Dir. Group Bus Dev	Org Goals	
Joe Marcy	GBD Goals	60%
	MC Goals	10%
	New business goal	10%
	Financial Management	10%
	Cultural Leadership	10%
Sr. Bus Dev Exec	Individual Lead Generation	60%
Zeke Ramsell	Individual Conversion Rate	10%
	Individual New Business	20%
	MC Goals	10%
Bus Dev Exec	Individual Lead Generation	60%
Kayce Boettcher	Individual Conversion Rate	10%
Rick Hud	Individual New Business	20%
	MC Goals	10%
Sr. Bus Dev Exec, Travel	Client Engagement	60%
David Cater	Partner Referrals	20%
	Campaign/Partnership	10%

	MC Goals	10%
Dir Client & Event Services	MCC Lead Goal	25%
Michele Pearce	MCC Conversion	25%
	GBD Goals	30%
	MC Goals	10%
	Cultural Leadership	10%
Client Services Mgr	Partner Referrals	30%
Krista Sherman	Site Visit Conversion Rate	30%
	GBD Goals	30%
	MC Goals	10%
	MARKETING, COMMUNICATIONS & COMMUNITY RELATIONS	
VP of Marketing & Comm Relations	Org Goals	
Director of Public Relations	Org Goals	
Jennifer Chiesa	MC Goals	70%
	GBD Goals	10%
	Financial Management	10%
	Cultural Leadership	10%
Director of Marketing	Org Goals	
Leslie Chavez	MC Goals	70%
	GBD Goals	10%
	Financial Management	10%
	Cultural Leadership	10%
Marketing Manager	Org Goals	
Sarah Solis	MC Goals	90%
	GBD Goals	10%
Content & Creative Manager	Org Goals	
Erin Burd	MC Goals	90%
	GBD Goals	10%
Digital Marketing Manager	Org Goals	
Hoku Young	MC Goals	90%
	GBD Goals	10%
Director Community	Org Goals	

Relations		
Colleen Courtney	**MC Goals**	**70%**
	GBD Goals	**10%**
	Financial Management	**10%**
	Cultural Leadership	**10%**
	ADMINISTRATION	
VP of People & Operations	**Org Goals**	
Jeniffer Murray	**-BD Goals**	**20%**
	-MC Goals	**20%**
	Cultural Leadership	**40%**
	Financial Management	**20%**
Exec & Board Admin	**Org Goals**	
Jeff Watts	**-BD Goals**	**40%**
	-MC Goals	**40%**
	Financial Management	**20%**
VP of Finance	**Org Goals**	
Richard Dole	**-BD Goals**	**20%**
	-MC Goals	**20%**
	Financial Management	**40%**
	Cultural Leadership	**20%**
Finance Manager	**Org Goals**	
Joan Lucido	**-BD Goals**	**30%**
	-MC Goals	**30%**
	Financial Management	**40%**

FY2026-27 INCENTIVE TERMS:

- Team members must be employed through the end of the review period to qualify for any portion of that period's incentive. Incentives earned will be prorated for any team members on approved leave or hired during the review period.

- Team members are eligible to receive a maximum of 50% of annual incentive potential at mid-year. Culture Leadership excluded.

- Incentives can be earned based on 100%, 90% or 80% achievement of goal.

- Culture Leadership Average Score Earned Based on the Following:
    - Maintained or Higher = 100% Incentive
    - 90% of Prior Year Average Score = 90% Incentive
    - 80% of Prior Year Average Score = 80% Incentive
    - Below 80% = 0% Incentive

- A discretionary fund, comprised of savings created within personnel expenditure lines (SIBT), will be available to the President and CEO to reward outstanding performance from any team member that is not recognized within the incentive plan criteria (discretionary).

MERIT INCREASES:

- See Monterey will consider base salary adjustments when market conditions change, job responsibilities change, or cost of living increases are warranted.

- See Monterey may award base salary increases based on merit criteria. To be considered for merit increase, team members must receive a favorable annual performance review. The percentage of the increase will be determined by the budget as well as individuals' overall performance.

See Monterey

FY 2026-27 Master Calendar

-Schedule View

-Month by month calendar View

DRAFT COPY

See Monterey + MCHA + MCC + CSUMB Advisory Council
FY2026-27 Shared Calendar (DRAFT)

See Monterey	MCHA	CSUMB Advisory Council	MCC Advisory	Local events

To add a meeting or event: type it in the next empty row at the bottom (please don't insert rows), then sort by Date using the arrow in the Date heading. For a new month, copy a blue month row and change its date to the 1st of that month. The Calendar sheet updates by itself. V = verified, TBC = to be confirmed (gray italics). Orange date = another item falls on the same day.

V	Date	Thru	Time	Meeting / event	Type	Agenda / notes
	October 2026					
V	Thu, Oct 1		8:30am	MCHA Government Affairs Committee	MCHA	
V	Tue, Oct 20			MCHA Quarterly Membership Luncheon	MCHA	MCHA updates, happenings and a welcome wine tasting
V	Wed, Oct 21		3:00pm–4:30pm	**See Monterey Sales Committee Meeting**	See Monterey	Sales Committee
V	**Thu, Oct 22**			MCHA Hospitality Career Expo	MCHA	Hosted by CSUMB Sustainable Hospitality & Tourism Management, with MCHA
V	**Thu, Oct 22**		3:00pm–4:30pm	**See Monterey Marketing Committee Meeting**	See Monterey	Marketing Committee
V	Fri, Oct 23		9:30am–10:30am	**See Monterey Finance Committee Meeting**	See Monterey	Q1 Financials
V	Wed, Oct 28	Oct 30		California Transit Association Fall Conference	Local Event	Portola Hotel & Spa and Monterey Conference Center
V	Thu, Oct 29		3:00pm–5:00pm	**See Monterey Board of Directors Meeting**	See Monterey	End time corrected from "5:00am"; please confirm.
	November 2026					
V	**Thu, Nov 5**	Nov 7		Big Sur Food & Wine Festival	Local Event	
V	**Thu, Nov 5**		8:30am	MCHA Government Affairs Committee	MCHA	

V	Date	Thru	Time	Meeting / event	Type	Agenda / notes
V	Sat, Nov 7	Nov 8		Monterey Bay Half Marathon	Local Event	Race day Sunday, Nov 8
V	Thu, Nov 12			MCHA Hospitality Recognition Lunch	MCHA	
V	Fri, Nov 20		9:30am–10:30am	**See Monterey EC / Finance Committee (Special)**	See Monterey	
	December 2026					
V	Fri, Dec 18			MCHA Holiday Luncheon & HOSPY Award Presentation	MCHA	
	January 2027					
V	Thu, Jan 7		8:30am	MCHA Government Affairs Committee	MCHA	
V	Wed, Jan 13		3:30pm–5:00pm	**See Monterey MCTID Oversight Committee**	See Monterey	
V	Wed, Jan 20		3:00pm–4:30pm	**See Monterey Joint Marketing and Sales Committee**	See Monterey	
V	Fri, Jan 22		9:30am–10:30am	**See Monterey Finance Committee Meeting**	See Monterey	
V	Thu, Jan 28		3:00pm–5:00pm	**See Monterey Board of Directors Meeting**	See Monterey	
	February 2027					
V	Mon, Feb 1	Feb 7		AT&T Pebble Beach Pro-Am	Local Event	Tournament rounds Feb 4–7; practice rounds Feb 1–3
V	Thu, Feb 4		8:30am	MCHA Government Affairs Committee	MCHA	
	March 2027					
V	Tue, Mar 2	Mar 4		Visit California Outlook Forum	Local Event	
V	Thu, Mar 4		8:30am	MCHA Government Affairs Committee	MCHA	

V	Date	Thru	Time	Meeting / event	Type	Agenda / notes
V	Thu, Mar 11		4:00pm–5:00pm	**See Monterey Board Development**	See Monterey	Plan process for Board of Directors Recruitment
	April 2027					
V	**Thu, Apr 1**	Apr 4		Pebble Beach Food & Wine	Local Event	Sources agree on Apr 1–4; confirm with Pebble Beach Resorts
V	**Thu, Apr 1**		8:30am	MCHA Government Affairs Committee	MCHA	
V	Fri, Apr 9			MCHA Annual Awards Gala	MCHA	
V	Wed, Apr 14		3:30pm–5:00pm	**See Monterey MCTID Oversight Committee**	See Monterey	Budget Workshop
V	Thu, Apr 15	Apr 18		Sea Otter Classic	Local Event	Laguna Seca
V	Wed, Apr 21		3:00pm–4:30pm	**See Monterey Sales Committee**	See Monterey	Sales Budget Workshop
V	Thu, Apr 22		3:00pm–4:30pm	**See Monterey Marketing Committee**	See Monterey	Marketing Budget Workshop
V	Fri, Apr 23		9:30am–10:30am	**See Monterey Finance Committee**	See Monterey	3rd Q Review and Budget Workshop
V	Sun, Apr 25			Big Sur International Marathon	Local Event	
V	Thu, Apr 29		3:00pm–5:00pm	**See Monterey Joint Board + MCTID**	See Monterey	BUDGET WORKSHOP
	May 2027					
V	Thu, May 6		8:30am	MCHA Government Affairs Committee	MCHA	
	June 2027					
V	**Thu, Jun 3**		8:30am	MCHA Government Affairs Committee	MCHA	
V	**Thu, Jun 3**		4:00pm–5:00pm	**See Monterey Board Development**	See Monterey	Finalize slate and officers recommendation to the Board

V	Date	Thru	Time	Meeting / event	Type	Agenda / notes
V	Thu, Jun 17	Jun 20		U.S. Open at Pebble Beach	Local Event	Championship rounds Jun 17–20; practice rounds begin about Jun 14
V	Thu, Jun 24		3:00pm–5:00pm	**See Monterey Annual Meeting of the Board of Directors**	See Monterey	Elect FY2027-28 Board and Officers; approve FY2027-28 BOD and COM Meeting Schedule, Committee Rosters, Bank Signers, Board Transaction Resolutions, and the Business Plan and Budget; approve the Line of Credit application (if applicable); recognize and thank the Board and Committees
	Dates to come					
TBC				*MCHA Board Meetings*	*MCHA*	*Dates to be added by MCHA once confirmed. Last year: 3:00pm–5:00pm.*
TBC				*MCHA Executive Committee*	*MCHA*	*Dates to be added by MCHA once confirmed. Last year: 11:45am–12:45pm.*
TBC				*MCHA Quarterly Membership Luncheon (next)*	*MCHA*	*Next date to come (Oct 20 held). Last year: Feb 18.*
TBC			*1:30pm–3:00pm*	*MCC Advisory*	*MCC Advisory*	*Dates to come. Last year: Oct 8, Dec 10, Jan 14, Apr 8, Jun 10.*
TBC			*3:00pm–5:00pm*	*CSUMB Industry Advisory Council: Fall Kickoff*	*CSUMB Advisory Council*	*Date to come.*
TBC				*CSUMB Industry Advisory Council: Second Meeting*	*CSUMB Advisory Council*	*Date to come. Last year: Nov 18–20.*
TBC				*CSUMB Industry Advisory Council: Spring Launch Meeting*	*CSUMB Advisory Council*	*Date to come. Last year: Jan 29.*

V	Date	Thru	Time	Meeting / event	Type	Agenda / notes
TBC			*3:00pm–5:00pm*	*CSUMB Industry Advisory Council: End of Year Reflection & Planning*	*CSUMB Advisory Council*	*Date to come. Last year: May 21.*

October 2026

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 8:30am MCHA Government Affairs Committee	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20 MCHA Quarterly Membership Luncheon	21 3:00pm See Monterey Sales Committee Meeting	22 MCHA Hospitality Career Expo 3:00pm See Monterey Marketing Committee Meeting	23 9:30am See Monterey Finance Committee Meeting	24
25	26	27	28 California Transit Association Fall Conference	29 California Transit Association Fall Conference 3:00pm See Monterey Board of Directors Meeting	30 California Transit Association Fall Conference	31

(TBC) = not yet verified

See Monterey	MCHA	CSUMB Advisory Council	MCC Advisory	Local events

V = verified

November 2026

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5 Big Sur Food & Wine Festival 8:30am MCHA Government Affairs Committee	6 Big Sur Food & Wine Festival	7 Big Sur Food & Wine Festival Monterey Bay Half Marathon
8 Monterey Bay Half Marathon	9	10	11	12 MCHA Hospitality Recognition Lunch	13	14
15	16	17	18	19	20 9:30am See Monterey EC / Finance Committee (Special)	21
22	23	24	25	26	27	28
29	30					

(TBC) = not yet verified

See Monterey	MCHA	CSUMB Advisory Council	MCC Advisory	Local events

V = verified

December 2026

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18 MCHA Holiday Luncheon & HOSPY Award Presentation	19
20	21	22	23	24	25	26
27	28	29	30	31		

(TBC) = not yet verified

See Monterey	MCHA	CSUMB Advisory Council	MCC Advisory	Local events

V = verified

January 2027

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7 8:30am MCHA Government Affairs Committee	8	9
10	11	12	13 3:30pm See Monterey MCTID Oversight Committee	14	15	16
17	18	19	20 3:00pm See Monterey Joint Marketing and Sales Committee	21	22 9:30am See Monterey Finance Committee Meeting	23
24	25	26	27	28 3:00pm See Monterey Board of Directors Meeting	29	30
31						

(TBC) = not yet verified

See Monterey | **MCHA** | **CSUMB Advisory Council** | **MCC Advisory** | **Local events**

V = verified

February 2027

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 AT&T Pebble Beach Pro-Am	2 AT&T Pebble Beach Pro-Am	3 AT&T Pebble Beach Pro-Am	4 AT&T Pebble Beach Pro-Am 8:30am MCHA Government Affairs Committee	5 AT&T Pebble Beach Pro-Am	6 AT&T Pebble Beach Pro-Am
7 AT&T Pebble Beach Pro-Am	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

(TBC) = not yet verified

See Monterey	MCHA	CSUMB Advisory Council	MCC Advisory	Local events

V = verified

March 2027

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2 Visit California Outlook Forum	3 Visit California Outlook Forum	4 Visit California Outlook Forum 8:30am MCHA Government Affairs Committee	5	6
7	8	9	10	11 4:00pm See Monterey Board Development	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

(TBC) = not yet verified

See Monterey	MCHA	CSUMB Advisory Council	MCC Advisory	Local events

V = verified

April 2027

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 Pebble Beach Food & Wine 8:30am MCHA Government Affairs Committee	2 Pebble Beach Food & Wine	3 Pebble Beach Food & Wine
4 Pebble Beach Food & Wine	5	6	7	8	9 MCHA Annual Awards Gala	10
11	12	13	14 3:30pm See Monterey MCTID Oversight Committee	15 Sea Otter Classic	16 Sea Otter Classic	17 Sea Otter Classic
18 Sea Otter Classic	19	20	21 3:00pm See Monterey Sales Committee	22 3:00pm See Monterey Marketing Committee	23 9:30am See Monterey Finance Committee	24
25 Big Sur International Marathon	26	27	28	29 3:00pm See Monterey Joint Board + MCTID	30	

(TBC) = not yet verified

See Monterey	MCHA	CSUMB Advisory Council	MCC Advisory	Local events

V = verified

May 2027

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6 8:30am MCHA Government Affairs Committee	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

(TBC) = not yet verified

See Monterey | **MCHA** | **CSUMB Advisory Council** | **MCC Advisory** | **Local events**

V = verified

June 2027

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3 8:30am MCHA Government Affairs Committee 4:00pm See Monterey Board Development	4	5
6	7	8	9	10	11	12
13	14	15	16	17 U.S. Open at Pebble Beach	18 U.S. Open at Pebble Beach	19 U.S. Open at Pebble Beach
20 U.S. Open at Pebble Beach	21	22	23	24 3:00pm See Monterey Annual Meeting of the Board of Directors	25	26
27	28	29	30			

(TBC) = not yet verified

See Monterey	MCHA	CSUMB Advisory Council	MCC Advisory	Local events

V = verified