



MINUTES

Board of Directors Meeting

Thursday, October 30, 2025 | 3:30PM – 5:00PM

Bernardus Lodge & Spa- Meritage Ballroom

415 West Carmel Valley Road, Carmel Valley, CA 93924

Janine Chicourrat called the meeting to order at 3:01pm.

PUBLIC COMMENT- None

STAFF ANNOUNCEMENTS – Rob O’Keefe introduced four new members of the See Monterey staff. Lindsey Steven’s highlighted the teams’ recent travels and the importance of Monterey being present at these events. The new Chicago flight was announced along with recent press coverage from Taylor Swifts tie in with the Monterey Bay Aquarium otter shirt. Faddy Hanna, General Manager presented an update on his new hotel openings in Sand City the Courtyard and Residence Inn that are planning to open January 13, 2026. Janine Chicourrat thanked Hans Uslar for his time on the Board and support of See Monterey over the years.

CONSENT AGENDA

A. Minutes of the June 26, 2025 Board of Directors Meeting

Recommended Action: Approve the draft minutes as presented.

B. Results Reports

Recommended Action: Receive Q1 Department Results Reports.

There was a motion to approve the Consent Agenda as presented. M/S. Margaret D’Arrigo/Kirk Gafill. The motion carried unanimously.

REGULAR AGENDA

New Business

A. See Monterey FY2025-26 Treasurer & Finance Committee Elections

Rob highlighted changes to the Finance Committee and introduced a new candidate, Kirk Gafill to fill the open Treasurer role, and Chair of the Finance Committee for the remainder of the fiscal year. He also noted addition of Chris Sommers to the Finance Committee for additional insight.

There was a motion to Elect the FY2025-26 Board Treasurer replacement and appointee to the Finance Committee as recommended by the Board Development Committee. M/S Stefan Lorch/Kate Daniels. The motion carried unanimously.

B. FY2024-25 Audited Financial Statements and 2024 IRS Form 990

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



Jarrold Penner from BKP presented an overview of the audited financial statements and the 2024 IRS Form 990. He highlighted the clean, unmodified opinion that will be issued and indicated no material internal control weaknesses were identified, which reflects satisfaction with the audit process. He complimented the See Monterey team for their responsiveness in the process and thoroughness working through a new accounting software in the past year.

There was a motion to receive reports and forms and approve the FY2024-25 Audited Financial Statements as presented and recommended for approval by the Finance Committee. M/S Kate Daniels/Stefan Lorch. The motion carried unanimously.

C. Q1 Financial Review

Richard summarized the first quarter's finances, highlighting variances in the Marketing and Business Development departments noting the funds will be spent by year and allocated to future projects.

D. See Monterey FY2025-26 Business Plan Update

Rob presented Q1 updates including organizational goal progress and results from major Marketing Communications programs including Car Week, Brand Campaign updates, Another Day Promo and the India Mission with Visit California. Administration updates included a holiday open house invitation to the board to visit the See Monterey office in Heritage Harbor. Rob then presented a look forward to Q2 and beyond highlighting STR results and an updated travel forecast. Major upcoming Marketing projects to include a focus on Arts & Heritage Tourism, Regional Identities, Super Bowl 60 & FIFA, Highway 1 reopening and the new Chicago flight.

E. See Monterey Event Strategy

Rob provided an update on See Monterey's event strategy to make established events work harder for the destination and to attract and develop new events when we need them. A event strategy feasibility study will be conducted in the next year to identify and evaluate several areas such as event venue inventory, infrastructure and stakeholder and community engagement discussions. An event task for to also be created to manage the process.

F. See Monterey AI Notetaking & Recording Policy

Rob and committee discussed the usage of AI powered recording devices during Board and Committee meetings and its implications from a legal stance. It was recommended by the Board to ban the usage of AI recording devices during meetings with a formal See Monterey policy to be developed and voted on at the January meeting.



BOARD MEMBER ANNOUNCEMENTS

GOOD OF THE ORDER-Jacquie Atchison shared the Art Council has a new app to see public art and invited the board to attend First Friday's in Salinas as they assisted with rebranding the vent.

NEXT MEETING OF THE BOARD: January 29, 2026

Janine Chicourrat adjourned the meeting at 4:59pm.

I attest that the Board of Directors approved these minutes at a regularly scheduled Board meeting on January 29, 2026.

DocuSigned by:

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Signed Donna Langley, Board Secretary Date

MEMBERS PRESENT

- Janine Chicourrat
- Kevin Ellis
- Chris Sommers
- Donna Langley
- Paula Joy McNab
- Erik Uppman
- Kate Daniels
- Margaret D'Arrigo
- Mel Harder
- Amy Herzog
- Stefan Lorch
- Kirk Gafill
- Paige Viren
- Norm Groot
- Hans Uslar
- Hartmut Ott
- Dale Johnson
- Jacquie Atchison
- Michelle Overmeyer

MEMBERS ABSENT

- Sylvain Briens
- Kelly Green
- Chris Morello
- Liesbeth Visscher
- Sean Panchal
- Erin Sollecito
- Mike LaBarre
- Tonya Hufford
- John Turner
- Amrish Patel
- Bina Patel
- Ed Smith
- Dana Allen-Greil
- Anna Velazquez

GUESTS PRESENT

- Jarrold Penner
- Fady Hanna

STAFF PRESENT

- Rob O'Keefe
- Teresa Savage
- Richard Dole
- Lindsey Stevens
- Jeniffer Murray
- Marissa Reader