MEETING AGENDA
MCTID Oversight Committee
Wednesday, October 7, 2026, 3:30pm – 5:00pm
InterContinental The Clement, Ocean Terrace 1
750 Cannery Row, Monterey, CA 93940

CALL TO ORDER

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

STAFF ANNOUNCEMENTS

CONSENT AGENDA

A. Minutes of the June 18, 2026, MCTID Oversight Meeting
   Recommended Action: Approve the draft minutes as presented.

REGULAR AGENDA

A. Destination Business Update
   Recommended Action: Receive report on key business metrics.

B. Revisiting the MCTID Oversight Committee Focus
   Recommended Action: Discussion on MCTID Oversight Committee role relative to other Committees and Board

C. FY2026-27 Upcoming Programs & Projects
   Recommended Action: Receive a preview of upcoming programs and promotions.

COMMITTEE MEMBER ANNOUNCEMENTS

GOOD OF THE ORDER

NEXT MEETING: January 13, 2027

ADJOURN

Meeting Minutes

MCTID Oversight Committee
Thursday, June 18, 2026, 3:30PM – 5:00PM
Monterey Plaza Hotel & Spa, Carmel Room

Committee Members Present: John Turner, Kevin Ellis, Janine Chicourrat, Stefan Lorch, Tim McGregor, Donna Langley, Amrish Patel, Dale Johnson, Alex Marin, Fady Hanna,

Staff Present: Rob O'Keefe, Teresa Savage, Richard Dole, Jeniffer Murray, Jeff Watts

CALL TO ORDER: John Turner called the meeting to order at 3:31PM with a quorum present.

PUBLIC COMMENT: None

CONSENT AGENDA

A. Minutes of the April 8, 2026 MCTID Oversight
   Recommended Action: Approve the draft minutes as presented.
   There was a motion to approve the consent agenda as presented. M/S: Stefan Lorch / Janine Chicourrat. The motion carried unanimously.

REGULAR AGENDA
NEW BUSINESS

A. Summer 2026 Outlook
   Recommended Action: Receive the presentation and provide See Monterey staff with feedback.

   Teresa presented a mid-year performance update and forward outlook for summer and fall 2026. Overall results are tracking positively, led by strong transient and luxury-group demand despite new competition in the market. Car Week, marking the Concours d'Elegance's 70th anniversary, is pacing well ahead of last year. Staff outlined several new initiatives to strengthen media and event-producer outreach in the coming months. Some softness in group bookings was noted for select periods in the second half of the year, and staff discussed commissioning a forward-looking visitor and economic study for 2027 planning purposes.

   The Committee received the update and provided directions. No formal action was taken.

B. Committee Members and Chair Elections and Meeting Schedule
   Recommended Action: Elect Committee Chair / Vice Chair, BOD Representation for FY2026-27.

Rob led presentations regarding FY2026-27 Committee Members and Chair Elections.

There was a motion to elect the Committee members for FY2026-27 as presented. M/S: Stefan Lorch / Tim McGregor. The motion carried unanimously.

Staff presented the FY2026-27 meeting calendar, which mirrors the prior year's cadence. The Committee identified a conflict between the proposed June 17, 2027 MCTID meeting date and US Open week and agreed to move that meeting.

There was a motion to accept the FY2026-27 meeting calendar as presented, with the June 2027 MCTID meeting date changed to avoid the US Open week conflict. M/S: Janine Chicourrat / Stefan Lorch. The motion carried unanimously.

C. Jurisdiction Investment Update
Recommended Action: Status of Jurisdiction Partnerships.

Rob provided a jurisdiction-by-jurisdiction funding update. Most partner jurisdictions have approved their budgets for the coming year, with several continuing to move toward an actual-based funding model. The County approved its investment in See Monterey at a level consistent with prior years, with ongoing discussions about a potential multi-year agreement at an increased funding level.

The primary focus of discussion was Carmel-by-the-Sea, where the City Council's June budget deliberations left its annual investment unresolved. A formal vote is scheduled for a special council meeting on July 6. Staff and committee leadership have been engaged individually with the Mayor and Council members and have proposed directing a portion of the investment toward a Carmel-specific visitor and tourism-management study. The Committee discussed a coordinated, low-key communications approach ahead of the vote and encouraged members to attend the meeting in person.

Staff also agreed to follow up with the City of Monterey on two outstanding financial matters related to prior obligations and capital reserves.

The Committee received the update and provided directions. No formal action was taken.

D. Film Commission & See Monterey Positioning
Recommended Action: Revisit options and ideas regarding taking on the MC Film Commission and how it relates to See Monterey's position as the "trusted source" for tourism related information.

Staff revisited the previously discussed possibility of See Monterey assuming some or all of the functions currently performed by the Monterey County Film

Commission, which has experienced declining board capacity and limited county funding support.

The Committee discussed potential alignment with the County's broader marketing and creative goals, as well as a range of operational, staffing, and funding considerations that would need to be addressed before any commitment could be made. The Committee agreed to further research how peer DMOs structure and fund similar film-commission functions and discussed the merits of an exploratory study prior to moving forward.

No funding was approved. Staff will coordinate with the County, conduct additional research, and return with more detail — potentially at a special Committee meeting this summer — ahead of a Board update in October.

The Committee received the discussion and provided direction. No formal action was taken.

BOARD MEMBER ANNOUNCEMENTS: None

GOOD OF THE ORDER:
Any further discussions: None
Any Public Comment: None

NEXT MEETING: Wednesday, October 7, 2026 at 3:30PM

ADJOURN: John adjourned the meeting at 5:26PM.

DRAFT