



## Minutes

Board of Directors

Thursday, February 6, 2025 | 3:30PM – 5:00PM

Bayonet and Black Horse- Banquet Room: 1 McClure Way, Seaside CA 93955

Bina Patel called the meeting to order at 3:37pm.

PUBLIC COMMENT: None

STAFF ANNOUNCEMENTS- Rob O’Keefe and Lindsey Stevens welcome Katie Soltas- Director of PR to the See Monterey Team. Bina Patel acknowledged Kimbley Craig and Teri Owens for their long-standing contributions and collaboration with See Monterey over the years. Rob provided a brief overview of recent awards and press coverage, an upcoming Wayfinding workshop, See Monterey’s crisis communication protocols and monitoring of local and national tourism policy and impact.

## SPECIAL PRESENTATION

Lauri Eberhart with Friends of Laguna Seca introduced herself to the board and highlighted the organization’s focus on restoration and revitalization of WeatherTech Raceway Laguna Seca. Lauri highlighted the \$50 million+ capital improvement plans focused on upgrades and development of the entire property. Upcoming projects, new building structures, increased community activities, events, recreation, and entertainment opportunities were discussed. Lauri also spoke to the track as being an economic engine that will benefit all of Monterey County.

## CONSENT AGENDA

- A. Minutes of the November 1, 2024, Board of Directors Meeting  
Recommended Action: Approve the draft minutes as presented.
- B. FY2024-25 Mid-Year Results Reports  
Recommended Action: Receive Mid-Year Department Results Reports
- C. Mid-Year (December 2024) Financial Statements  
Recommended Action: Approve December 2024 YTD Financial Statements

*There was a motion to approve the Consent Agenda as presented. M/S. Ed Smith / Teri Owens. The motion carried unanimously.*

## REGULAR AGENDA

New Business

### A. New Board Members

Rob O’Keefe introduced new board members Kate Daniels from the County of Monterey, Margaret D’Arrigo from the City of Salinas and Hartmut Ott, Carmel Valley who will be filling seats vacated by former board members.

*There was a motion to approve the new Board members as reviewed by the Board Development Committee. M/S Kirk Gafill / Teri Owens. The motion carried unanimously.*

### B. Board Development & Leadership Symposium

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



Bina provided an introduction on the importance of an engaged, strategic and relational Board of Directors. Janine Chicourrat and Rob O’Keefe provided a recap from the Board Leadership Symposium they recently attended. Top takeaways included the positive evolution of See Monterey over the years, the boards assistance in helping to source funding, and the importance of collaboration that can benefit businesses, the community, and residents.

C. See Monterey FY2024-25 Business Plan Update

Committee chairs from the Marketing, Sales, Finance, and MCTID committees provided an update on the FY2024-25 Business Plan items that were reviewed and discussed at recent committee meetings. Highlights included revised success metrics, productivity, occupancy updates, and TID assessment increase updates.

D. FY2024-2025 Budget Reforecast

Rob and Richard Dole provided an overview of the FY2024-25 Budget Reforecast with topline overviews of variances by department. Areas where additional funds will be used was also reviewed including public relations efforts, paid media and in-market meeting planner events.

*There was a motion to approve the FY2024-25 Budget Reforecast as presented and recommended by the Finance Committee. M/S Teri Owens / Kirk Gafill. The motion carried unanimously.*

E. ARPA- County Recovery Investment Recap

Rob presented a brief summary report of See Monterey’s 3-year ARPA program and deliverables highlighting the projects that would not have otherwise been possible without the funds. Additional programming allowed See Monterey to bolster, extend and add new elements to our destination marketing approach and compete more aggressively within our comp set.

BOARD MEMBER ANNOUNCEMENTS: Bina recommended using the Board Member Announcement time for board members to discuss items not included in the agenda but are important to See Monterey and the community. Bina kicked off a conversation regarding the recent AT&T Pro-Am, discussions ensued regarding occupancy and format of the event. Donna Langley noted over 3.3 million viewers tuned into 15+ hours of televised coverage of the event. Next year’s Pro-Am dates of February 9-15<sup>th</sup>, 2026 were also announced.

GOOD OF THE ORDER: Paula Joy MacNab of the Monterey County Film Commission announced an upcoming Oscars party they will be hosting on March 2<sup>nd</sup> inviting the board to join.

NEXT MEETING OF THE BOARD: April 24, 2025- Joint Board & MCTID Budget Workshop

Bina Patel adjourned the meeting at 5:18pm.

I attest that the Board of Directors approved these minutes at a regularly scheduled Board meeting on April 25, 2025.

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Signed Fady Hanna, Board Secretary

Date

**MEMBERS PRESENT**

Bina Patel  
Donna Langley  
Teri Owens  
Janine Chicourrat  
Erik Uppman  
Margaret D'Arrigo  
Kate Daniels  
Ed Smith  
Barry Toepke  
Amy Herzog  
Kirk Gafill  
Paige Viren  
Norm Groot  
Dana Allen Greil  
Sylvain Briens  
Kevin Ellis  
Fady Hanna  
Paula Joy McNab  
Chris Sommers  
Tonya Hufford  
Jacquie Atchison  
Liesbeth Visscher  
Erin Sollecito

**MEMBERS  
ABSENT**

John Turner  
Kelly Green  
Mike La Pier  
Sean Panchal  
Mike LaBarre  
Amrish Patel  
Stefan Lorch  
Hans Uslar  
Anna Velazquez

**GUESTS  
PRESENT**

Lauri Eberhart  
Alicia Busa  
Kimbley Craig

**STAFF PRESENT**

Rob O'Keefe  
Richard Dole  
Teresa Savage  
Lindsey Stevens  
Jeniffer Murray  
Marissa Reader  
Alyssa Rendon  
Katie Soltas