

## Meeting Minutes

Board Development + Executive Committee Meeting (Special)

March 13, 2026: 2:30-3:30pm

Location: Zoom

Committee Members Present: Janine Chicourrat, Erik Uppman, Donna Langley, John Turner, Bina Patel, Kirk Gafill, Chris Sommers, Norm Groot, Jacquie Atchison  
Staff Present: Rob O’Keefe, Jeniffer Murray, Marissa Reader, Dawn Mathes-Park, Richard Dole

CALL TO ORDER: Janine called the meeting to order at 2:32pm.

PUBLIC COMMENT: None

### CONSENT AGENDA

A. September 23, 2025 Special Board Development & Executive Committee Meeting Minutes

*There was a motion to approve the consent agenda as presented. M/S Bina Patel/John Turner. The motion carried unanimously.*

### REGULAR AGENDA

#### NEW BUSINESS

A. Board Chair Extension

Rob O’Keefe opened a discussion regarding extending the Board Chair term from one year to two years, with an option for the Chair to step down after the first year if needed. Committee members expressed support, noting that a longer term strengthens leadership continuity, reinforces the Chair’s commitment, and allows for greater impact in the role. The committee recommended bringing the proposed change to the full Board for a vote at the next meeting.

B. Chair Elect Title and Responsibilities

Rob proposed changing the title from Chair Elect to Vice Chair, reflecting industry trends away from the Chair Elect title and aligning with an expanded set of responsibilities for the role. The committee voted in favor of the title change and recommended presenting the update to the Board of Directors for approval next month.

*There was a motion to approve the change in title from Chair Elect to Vice Chair. M/S Bina Patel/John Turner. The motion carried unanimously.*

C. Film Commission

Rob led a discussion on the potential future role of See Monterey in managing the Film Commission, noting that several DMOs have integrated film commission functions within their organizations. Committee members raised questions regarding budget impact and staff capacity. The group recommended conducting additional research and engaging local partners before determining next steps.

D. Transaction Resolutions

Rob proposed increasing the transaction resolution limit from \$50,000 to \$75,000 to reflect rising business costs and align with the organization’s larger

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

budget. He also recommended establishing a new practice of creating ad hoc resolutions for special events or activations that exceed the standard limit, subject to Finance Committee approval. The committee supported both recommendations.

*There was a motion to increase transaction resolution limits from \$50k to \$75k. M/S John Turner/ Bina Patel. The motion carried unanimously.*

#### E. Board Recruitment Update

The See Monterey team proposed increasing the number of voting Board Director seats from 19 to 21, allowing for the addition of a Sand City representative and an additional Monterey County representative, given the County's status as the organization's largest investor. The committee supported the recommendation and advised presenting the change for a vote at the next Board meeting. The committee also reviewed current open Board and committee seats and recommended a bylaws revision to permit a qualified non-Director to chair the Sales & Marketing Committees.

GOOD OF THE ORDER: Rob announced that Monterey County will host the Visit California Outlook Forum in 2027 that will bring 1,000 room nights and tourism professionals to the destination. He also shared that See Monterey delivered a well-received presentation earlier that day to the Pacific Grove Chamber, with strong engagement from attendees.

NEXT MEETING OF THE BOARD DEVELOPMENT COMMITTEE: June 11, 2026: 4:00-5:00pm.

ADJOURN: Janine adjourned the meeting at 3:33pm.