

A scenic view of a coastal park. In the foreground, a dense field of purple flowers covers the ground. A man and a woman are walking hand-in-hand on a path that winds through the flowers. The man is wearing a light blue jacket and dark pants, and the woman is wearing a pink jacket and blue pants. In the background, a large, dark green tree stands on the left, and the ocean is visible on the right under a clear blue sky. There are wooden benches and a fence along the path.

March 13, 2026

SEE MONTEREY

Board Development +
Executive Committees
(Special)

SEE
MONTEREY



PUBLIC COMMENT



CONSENT AGENDA

Consent Agenda

1

September 23, 2025 Special Executive
Committee Meeting Minutes

Recommended Action: Approve minutes as
presented.





REGULAR AGENDA

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A. BOARD CHAIR EXTENSION



BOARD CHAIR EXTENSION

Section 3: Term. All officers shall be elected for a term of one (1) year or until their successors are elected and qualified.

Considered Action: All officers shall be elected for a 2-year term.

All officers would have the option to opt out after one year.



REGULAR AGENDA

B. CHAIR ELECT TITLE & RESPONSIBILTIES



Chair Elect Responsibilities & Title

Section 8: Responsibilities of Chair-Elect.

In the absence of the Chair, the Chair-Elect shall perform all the duties of the Chair, and when so acting, shall have all the powers of, and be subject to all the restrictions on, the Chair. The Chair-Elect shall have other powers and perform such other duties as may be prescribed by the Board.

CVB's who use Vice Chair title

- Sonoma County CVB
- Marin CVB
- Santa Monica Travel & Tourism
- Visit Temecula Valley (Has 1st and 2nd Vice Chairs)
- Yosemite Mariposa County Tourism Bureau

Vice Chair Responsibilities & Title

Recommended Action:

- Revise title to Vice Chair from Chair Elect
- More proactive, engaged and involved

Revised Responsibilities of Vice Chair

The Vice Chair supports the Chair, ensuring continuity in leadership, and enhancing the overall effectiveness of the board. The Vice Chair serves as the acting Chair in the Chair's absence, presiding over meetings and representing the board when needed. Working closely with the Chair and the CEO the Vice Chair helps advance strategic priorities, organizational goals, and board development initiatives. This role also involves preparing for potential succession to the Chair position by staying fully informed on all board matters. In addition, the Vice Chair may lead or participate in key committees, ensuring their work aligns with the board's objectives, while fostering active engagement, communication, and collaboration among all board members.

REGULAR AGENDA

C. FILM COMMISSION



Film Commission

Combined or Integrated DMO + Film Commission Roles

- Some city or regional tourism boards embed a film-commission function within their organization.
- These examples demonstrate that integration between tourism bureaus and film commissions is not uncommon and can operate under several governance structures, depending on funding sources, staffing, and mission alignment.



Film Commissions Managed by CVBs

- **Fort Worth Film Commission** Operates under **Visit Fort Worth**
- **Dallas Film Commission** Operates under **Visit Dallas**
- **Huntington Beach Film Commission** Operates under **Visit Huntington Beach.**
- **Santa Barbara South Coast Film Commission** Functions as a division of organization **Visit Santa Barbara.**
- **Tahoe South Film Office** Operates under the **Lake Tahoe Visitors Authority.**
- **Visit SLO CAL Film Commission** Operated directly by **Visit SLO CAL.**
- **Greater Palm Springs Film Office** Collaborates with **Visit Greater Palm Springs.**

OTHERS

- **Visit Tri Valley, Explore Fairbanks, Visit Houston, Visit Atlantic City and more**

REGULAR AGENDA

D. TRANSACTION RESOLUTIONS



Transaction Resolutions

Section 5: Annual Statement

A. Transactions included in the statement shall be those transactions:

1. To which the Corporation or its subsidiary was a party;
2. Which involved more than **\$50,000** or was one of a number of such transactions with the same person involving, in the aggregate, more than \$50,000; and
3. In which either of the following interested persons had a direct or indirect material financial interest (a mere common Directorship is not a material financial interest):
 - a. Any Director or officer of the corporation;
 - b. Any holder of more than 10 percent of the voting power of the corporation.

Proposed Adjustments:

- Increase to the Resolutions amount from \$50k to \$75k
- May require that some special-events/activations (ex.US Open) need an ad hoc Resolution to be created with no impact on original Resolution and approved by Finance Committee

REGULAR AGENDA

E. BOARD RECRUITMENT UPDATE



Bylaws Update

Bylaws: ARTICLE V DIRECTORS

- Section 1: Number. The Corporation shall have a minimum of fifteen (15) and up to nineteen **(19) Directors**. Each Director shall have one vote.
- Bylaws Last Changed 3.29.17 -revised number of directors to minimum 15 up to 19.

Proposed Revision:

Section 1: Number. The Corporation shall have a minimum of fifteen (15) and up to twenty-one **(21) Directors**. Each Director shall have one vote.

- Increase Director seats from 19 to 21 to avoid an even number for voting

New Board Seats: Director (voting)

- Jurisdiction: Sand City
- Jurisdiction: County

Increased Director Seat Options



Sand City (New seat)

Mayor Mary Anne
Carbone (proposed)



County of Monterey (New seat)

Board of Directors Open Seats



**Open Board Seat
Director (voting)**

Jurisdiction:

Pacific Grove

(Julia Chaland- App sent)



**Open Board Seat
Director (voting)**

Jurisdiction:

South County



**Open Board Seat
Advisor (non-voting)**

Wine County- paused
until next iteration
(SLH?)

Bylaws Update

Bylaws: ARTICLE V DIRECTORS

Committee Chairs- currently Bylaws state:

- Development - Chaired by Past Chair
- Compensation - Comprised of 3 Directors
- Finance - Chaired by Treasurer
- Marketing - Chaired by a Director
- Sales - Does not specify
- MCTID - Chaired by lodging member of the BOD

Proposed Revision: *ARTICLE V DIRECTORS*

- No requirement for chairs of Sales & Marketing committees to be a Director.

MCTID Oversight Committee Open Seats



Sand City (New seat)

Fady Hanna
(proposed)



County of Monterey

1 open seat

Board Development Committee



Open Director Seat
Board Development
Committee

Anyone in mind to join this committee!



COMMITTEE MEMBER ANNOUNCEMENTS

GOOD OF THE ORDER



NEXT MEETING:

BOARD MEETING:
APRIL 23, 2026