

## **MEETING Recap (Quorum not met)**

MCTID Oversight Committee

Monday, April 14, 2025; 3:00pm – 4:30pm

InterContinental The Clement

### **Action Items:**

- ➔ See Monterey to move the June 25<sup>th</sup> TID meeting to the week of June 9<sup>th</sup>
- ➔ Discussion items & backup documentation to be sent prior to the meeting so committee can review in advance
- ➔ Remove Mike Zimmerman from the Committee (per JT)
- ➔ Consider asking Alex Marin to join committee as PG rep > shift Fady to Monterey to take Janine's Monterey spot and stay on as a chair advisor
  - Consider Michelle Love- Hampton Suites to replace Harvey
- ➔ Rob + John to discuss Big Sur addition to committee of Matt Glaser and/or Colin @ Big Sur River Inn. Rob to reach out to inquire if interested to fill 2 open County seats
- ➔ See Monterey to share Tourism Economics report when released at end of April
- ➔ Outreach to Panetta, Laird, Addis to push for faster movement in getting Hwy 1 reopened. F/u with MCHA to beat bigger drum
- ➔ Recruit more people to attend May 3<sup>rd</sup> meeting in SLO to discuss Hwy 1 and Advocacy Day May 20<sup>th</sup>
- ➔ See Monterey to talk to SF Travel to see what they're doing in the international markets/have they changed their strategy

### **A. Game Planning FY 25-26: Discuss the development of the next See Monterey Business Plan & Budget.**

Rob reviewed the purpose of the TID committee. 65% of See Monterey funded by TID, likely 75% in 5 years. Feedback was asked from the committee regarding meeting structure:

- TID committee should see things before they are cooked so they can provide feedback in advance
- Timing of TID meeting should be 2-3 weeks before the board meeting
- See Monterey to provide 3 key points to review at the meeting and send items in advance for committee to review so committee can take a deeper dive and be able to prepare
- Extend meetings longer than an hour
- Don't want the meeting to be a practice run of the same board content
- Provide Pro/Cons of future positions to the committee (Group Marketing Mgr/Research positions)

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

See Monterey: 99 Pacific Street, Bldg 375 Suite B, Monterey CA 93943

# SEE MONTEREY

Committee makeup was discussed based on jurisdiction investments.

- Should have a collaborative cross section to give everyone a voice
- Ok for a chair not on the committee to be an advisor
- No limit to TID terms
- Sand City still in the works on whether they will participate, hotel aiming to open January 2026. Should we give them a deadline of 6/30/25 to make a decision or have them wait until next budget cycle?

Monterey County's Tourism outlook and competition was discussed. Rob noted keeping on the path we are currently on despite things changing daily in the current political climate. Incremental budget increase of 1.4 million was discussed and committee was asked to give feedback on priorities of what to spend it on.

- \$700k of 1.4 to go towards leisure & group media
- More focus should be given to slides in Big Sur and it's impact on international travel. Reach out to local officials to push the importance
- Group marketing manager highlighted as a top pick to use funds toward (with more information on what the position entails and what they can do)
- Could money be used to further infiltrate streaming services, create a Monterey County video to be played in hotels, channels, etc etc non stop Monterey programming
- Asian markets +India show the most future potential with Visit CA focusing on in the next 18 months, ride their coattails
- See Monterey to do an RFP for int'l rep firms

New opportunities such as event strategy, brandtailing, transportation and economic development were discussed.

- How do we leverage current local events to make them even bigger or place new ones in the off season
- See Monterey to create an adhoc task force to discuss? Hire an event producer?
- OTA partnerships- should See Monterey focus any dollars on them to represent the whole county? Negotiating with them is key to make them work within our parameters
  - Recommendation given to spend dollars to further reach and not on OTAs