

## Minutes

Joint Board and MCTID Oversight Committee Budget Workshop

Thursday, April 24, 2025 | 3:00PM – 5:00PM

Monterey Conference Center- Steinbeck 1, 1 Portola Plaza, Monterey CA 93940

Bina Patel called the meeting to order at 3:10pm.

PUBLIC COMMENT: None

STAFF ANNOUNCEMENTS: Rob O’Keefe provided a 5 year look back on Covid’s legacy 5 years later as it relates to See Monterey noting a higher budget, leaner workforce and updated vision statement with the goal of a thriving tourism economy that enriches the economic vitality and quality of life in Monterey County. Staff promotions, anniversaries and awards were presented. Mike LaPier was thanked for his service on the board over the years.

## CONSENT AGENDA

- A. Minutes of the February 6, 2025 Board of Directors Meeting  
Recommended Action: Approve the draft minutes as presented.
- B. FY2024-25 Department Results Reports  
Recommended Action: Receive Department Results Reports.
- C. Third Quarter Financial Statements  
Recommended Action: Approve 3<sup>rd</sup> Quarter Financial Statements as recommended by the Finance Committee.

*There was a motion to approve the Consent Agenda as presented. M/S. Stefan Lorch / Amy Herzog. The motion carried unanimously.*

## REGULAR AGENDA

### New Business

#### A. See Monterey FY2024-25 Business Plan Update

The See Monterey team provided business development, marketing communications, finance and administration business plan progress YTD with committee chairs speaking to high level updates from their respective meetings. Lindsey presented How2Hwy1 aimed to provide a how to marketing program for visitors to navigate the road closure with unified messaging throughout the region. Lindsey also spoke to the James Beard partnership “A Culinary Road Trip Through Coastal California” media and consumer dinner happening in New York in May.

#### B. FY2025-26 Budget Workshop

Rob O’Keefe opened the budget workshop by highlighting all of the stakeholder input and collaboration, situational analysis and forecast data that goes into creating next years budget. New opportunities such as event strategies, further economic development and transportation. Richard Dole presented the FY25-26 revenue and expense considerations noting slight ADR increases YOY in jurisdiction investment, similar occupancy rates YOY and a new TID rate that goes into effect July 1, 2025. FY25-26 budget reflects a 10% increase to \$13,819,770 up from

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, Suite 375B, Monterey CA 93940

\$12,395,478 last year. Budget breakdowns by department were then discussed. Marketing noted a 20% increase in budget for expanded reach to further out markets and an international presence. Business Development noted a 9% increase in budget to show up bigger at events and for increased meeting incentives to bring new business to the area. Administration and Community Relations propose nominal increases to their budgets of 12% and 6% with the purchase of BoardEffect software being introduced as the main increase in the administration budget. Changes to the benefits and compensation plans at See Monterey were presented to the board for review until the Executive and Compensation committees review at their next meeting.

## BOARD MEMBER ANNOUNCEMENTS:

GOOD OF THE ORDER: Bina suggested AI as it relates to the hospitality industry as a topic for the next board meeting. Lindsey noted that Rob will be a speaker during Mindtrip's AI & the Future of California Tourism's webinar on May 8<sup>th</sup> that board members are welcome to join.

NEXT BOARD MEETING: June 26, 2025

Bina Patel adjourned the meeting at 4:58pm.

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

---

Signed Fady Hanna, Board Secretary

Date

### **MEMBERS PRESENT**

Bina Patel  
Donna Langley  
Teri Owens  
Janine Chicourrat  
Erik Uppman  
Ed Smith  
Barry Toepke  
Amy Herzog  
Paige Viren  
Norm Groot

### **MEMBERS ABSENT**

Kelly Green  
Mike La Pier  
Sean Panchal  
Mike LaBarre  
Anna Velazquez  
Margaret D'Arrigo  
Kate Daniels  
Kirk Gafill  
Sylvain Briens  
Kevin Ellis

### **GUESTS PRESENT**

Kimbley Craig  
Chris Morello

### **STAFF PRESENT**

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

Dana Allen Greil  
Paula Joy McNab  
Chris Sommers  
Tonya Hufford  
John Turner  
Amrish Patel  
Stefan Lorch  
Hans Uslar

Fady Hanna  
Jacquie Atchison  
Liesbeth Visscher  
Erin Sollecito

DRAFT