

AGENDA

Board Development Committee Meeting
Wednesday, June 11, 2026, 4:00pm – 5:00pm

[Zoom Meeting Link](#)

Passcode: 241316

Meeting ID: 929 6047 2673

Public Comments may be sent up to two hours in advance of the meeting start time to administration@seemonterey.com

CALL TO ORDER

PUBLIC COMMENT

CONSENT AGENDA

- A. March 13, 2026 Board Development + Executive Committee Special Meeting Minutes
Recommended Action: Approve minutes as presented.

REGULAR AGENDA

NEW BUSINESS

- A. Board Recruitment
Recommended Action: Discuss current Board Members' terms, advisor seats and recruitment. Vote on recommended slate.
- B. Board & Committee Calendar FY2026-27
Recommended Action: Approve calendar as presented.

GOOD OF THE ORDER

NEXT MEETING OF THE COMMITTEE: Wednesday, October 14, 2026 3:30 PM

ADJOURN

CONSENT AGENDA

A

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 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.

REGULAR AGENDA

A

FULL BOARD SLATE

	Name	Organization	Jurisdiction	Sector	Term/Year in Term	Term Ends
	Elected Officers					
1	Janine Chicourrat	Portola Hotel & Spa	Monterey	Lodging	2nd Term (Year 2)	6/30/2026
2	Erik Uppman	Cannery Row Company	Monterey	At-Large - Attraction	3rd Term (Year 2)	6/30/2026
3	Bina Patel	Peninsula Hospitality Group	Monterey	Lodging	4th Term (Year 2)	6/30/2026
4	Kirk Gaffill	Nepenthe / Phoenix Corp	County	At-Large - Restaurant	4th Term (Year 1)	6/30/2027
5	Donna Langley	Pebble Beach Resorts	County	Lodging	3rd Term (Year 1)	6/30/2027
	Elected Directors					
6	Chris Sommers	Monterey Plaza Hotel & Spa	Monterey	Lodging	3rd Term (Year 2)	6/30/2026
7	Margaret D'Arrigo	City of Salinas	Salinas	At-Large - Elected	1st Term (Year 2)	6/30/2026
8	Amrisha Patel	Green Lantern Inn	Carmel	At Large - Lodging	4th Term (Year 2)	6/30/2026
9	Kate Daniels	Monterey County	County	At-Large - Elected	1st Term (Year 2)	6/30/2026
10	Ed Smith	City of Monterey	Monterey	At-Large - Elected	6th Term (Year 2)	6/30/2026
11	Dale Johnson	Embassy Suites Seaside	Seaside	Lodging	2nd Term (Year 1)	6/30/2027
12	Mel Harder	WeatherTech Raceway Laguna Seca	County	At-Large - Attraction	2nd Term (Year 1)	6/30/2027
13	Sylvain Briens	Sanctuary Beach Resort	Marina	Lodging	2nd Term (Year 1)	6/30/2027
14	Amy Herzog	Visit Carmel	Carmel	At-Large	3rd Term (Year 1)	6/30/2027
15	Stefan Lorch	Monterey Marriott	Monterey	Lodging	3rd Term (Year 1)	6/30/2027
16	Kevin Ellis	Hyatt Regency Monterey	Monterey	Lodging	4th Term (Year 1)	6/30/2027
17	John Turner	Intercontinental The Clement	Monterey	Lodging	6th term (Year 1)	6/30/2027
18	MaryAnn Carbone	City of Sand City	Sand City	At-Large- Government	1st Term (Year 1)	6/30/2028
19	VACANT		South County			
20	VACANT (Julia Chaland)	Kimpton	Pacific Grove	Lodging		
21	VACANT		Carmel Valley			

Advisors: non-voting members (annual terms, no limits)						
	Name	Organization	Jurisdiction	Sector		
22	Liesbeth Visscher	City of Marina	Marina	At-Large - government		
23	Dana Allen-Greil	Monterey Bay Aquarium	Monterey	At-Large - Attraction		
24	Erin Sollecito	Monterey Touring Vehicles	Monterey	At-Large - Attraction		
25	Dante Hall	City of Monterey	Monterey	At-Large - government		
26	Sean Panchal	Presidents Inn	Monterey	At-Large - lodging		
27	Milke LaBarre	King City (Mayor)	South County	At-Large - government		

28	Anna Velazquez	Soledad (Mayor)		South County	At-Large - government	
29	VACANT			County	At-Large - lodging	
30	Tonya Hufford	MCC		Monterey	MCC	
31	Paige Viren	MCHA		Regional	MCHA	
32	Jacque Atchison	Arts Council for MC		Regional	ACMC	
33	Norm Groot	MC Farm Bureau		Regional	MCFB	
34	Paula Joy MacNab	MC Film Commission		Regional	MCFC	
35	Chris Morello	Monterey Regional Airport		Regional	MRY	
36	Michelle Overmeyer	MST		Regional	MST	
37	VACANT			Regional	Wine Country	

OFFICERS

Name	Role	Organization	Jurisdiction	Sector	Term/ Year in Term	Term Ends
Janine Chicourrat	Chair	Portola Hotel & Spa	Monterey	Lodging	2nd Term (Year 2)	6/30/2026
Erik Uppman	Vice Chair	Cannery Row Company	Monterey	At-Large - Attraction	3rd Term (Year 2)	6/30/2026
Bina Patel	Past Chair	Peninsula Hospitality Group	Monterey	Lodging	4th Term (Year 2)	6/30/2026
Kirk Gafill	Treasurer	Nepenthe / Phoenix Corp	County	At-Large - Restaurant	4th Term (Year 1)	6/30/2027
Donna Langley	Secretary	Pebble Beach Resorts	County	Lodging	3rd Term (Year 1)	6/30/2027

TERMS ENDING 6/30/26

Name	Organization	Jurisdiction	Sector	Term/Year in Term	Term Ends
Janine Chicourrat	Portola Hotel & Spa	Monterey	Lodging	2nd Term (Year 2)	6/30/2026
Erik Uppman	Cannery Row Company	Monterey	At-Large - Attraction	3rd Term (Year 2)	6/30/2026
Bina Patel	Peninsula Hospitality Group	Monterey	Lodging	4th Term (Year 2)	6/30/2026
Chris Sommers	Monterey Plaza Hotel & Spa	Monterey	Lodging	3rd Term (Year 2)	6/30/2026
Margaret D'Arrigo	City of Salinas	Salinas	At-Large - Elected	1st Term (Year 2)	6/30/2026
Amrish Patel	Green Lantern Inn	Carmel	At Large - Lodging	4th Term (Year 2)	6/30/2026
Kate Daniels	Monterey County	County	At-Large - Elected	1st Term (Year 2)	6/30/2026
Ed Smith	City of Monterey	Monterey	At-Large - Elected	6th Term (Year 2)	6/30/2026

TERMS ENDING 2027

Name	Organization	Jurisdiction	Sector	Term/Year in Term	Term Ends
Dale Johnson	Embassy Suites Seaside	Seaside	Lodging	2nd Term (Year 1)	6/30/2027
Mel Harder	WeatherTech Raceway Laguna Seca	County	At-Large - Attraction	2nd Term (Year 1)	6/30/2027
Sylvain Briens	Sanctuary Beach Resort	Marina	Lodging	2nd Term (Year 1)	6/30/2027

3rd Term Ending

Name	Organization	Jurisdiction	Sector	Term/Year in Term	Term Ends
Erik Uppman	Cannery Row Company	Monterey	At-Large - Attraction	3rd Term (Year 2)	6/30/2026
Chris Sommers	Monterey Plaza Hotel & Spa	Monterey	Lodging	3rd Term (Year 2)	6/30/2026

John Turner	Intercontinental The Clement	4th Term	Lodging	6th term (Year 1)	6/30/2027
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MCTID COMMITTEE

Name	Organization	Jurisdiction	Term Status	Term Ends
Elected Directors				
John Turner	Intercontinental The Clement	Monterey	6th term (Year 1)	6/30/2027
Chris Sommers	Monterey Plaza Hotel & Spa	Monterey	3rd Term (Year 2)	6/30/2026
Kevin Ellis	Hyatt Regency Monterey	Monterey	4th Term (Year 1)	6/30/2027
Janine Chicourrat	Portola Hotel & Spa	Monterey	2nd Term (Year 2)	6/30/2026
Stefan Lorch	Monterey Marriott	Monterey	3rd Term (Year 1)	6/30/2027
Tim McGregor	Inns of Monterey	Monterey	Not on BOD	
Donna Langley	Pebble Beach Resorts	County	3rd Term (Year 1)	6/30/2027
Colin Twohig	Big Sur River Inn	County	Not on BOD	
Vacant		County		
Amrish Patel	Green Lantern Inn	Carmel	4th Term (Year 2)	6/30/2026
Dale Johnson	Embassy Suites	Seaside	2nd Term (Year 1)	6/30/2027
Harvey Dadwal	Holiday Inn Express	Salinas	Not on BOD	
Sylvain Briens	Sanctuary Beach Resort	Marina	2nd Term (Year 1)	6/30/2027
Alex Marin	Asilomar Conference Grounds	Pacific Grove	Not on BOD	
Advisors: non-voting members (annual)				
Mike Zimmerman	Cannery Row Company	Monterey	Not on BOD	

BOARD DEVELOPMENT COMMITTEE

Name	Organization	Role	Term Status	Term Ends
Bina Patel	Peninsula Hospitality Group	Chair (Past Chair)	3rd Term (Year 2)	6/30/2026
Chris Sommers	Monterey Plaza Hotel	Director	3rd Term (Year 2)	6/30/2026
Norm Groot	MC Farm Bureau	Advisor		
Jacquie Atchison	Arts Council of MC	Advisor		
VACANT				

EXECUTIVE COMMITTEE

Name	Organization	Role	Term Status	Term Ends
Janine Chicourrat	Portola Hotel & Spa	Chair	2nd Term (Year 2)	6/30/2026
Erik Uppman	Cannery Row Company	Vice Chair	3rd Term (Year 2)	6/30/2026
Bina Patel	Peninsula Hospitality Group	Past Chair	4th Term (Year 2)	6/30/2026
Kirk Gafill	Nepenthe	Treasurer	4th Term (Year 1)	6/30/2027
Donna Langley	Pebble Beach Resorts	Secretary	3rd Term (Year 1)	6/30/2027
John Turner	InterContinental The Clement	MCTID Chair	6th term (Year 1)	6/30/2027

FINANCE COMMITTEE

Name	Organization	Role	Term Status	Term Ends
Kirk Gafill	Nepenthe	Chair (Treasurer)	4th Term (Year 1)	6/30/2027
Dana Allen-Greil	Monterey Bay Aquarium	Member		
Erik Uppman	Cannery Row Company	Member	3rd Term (Year 2)	6/30/2026
Chris Sommers	Monterey Plaza Hotel	Member	3rd Term (Year 2)	6/30/2026

COMP COMMITTEE

Name	Organization	Role	Term Status	Term Ends
Erik Uppman	Cannery Row Company	Chair (Chair Elect)	3rd Term (Year 2)	6/30/2026
Kevin Ellis	Hyatt Regency Monterey	Member	4th Term (Year 1)	6/30/2027

SALES COMMITTEE

Name	Organization	Role
Heidi Bettencourt	Hyatt Regency Monterey Hotel and Spa	Chair
Vivian Garcia	Asilomar Conference Grounds	
Alex Marin	Asilomar Conference Grounds	
Pilar Florez	Bernardus Lodge	
Fallon Jennings	Embassy Suites Monterey Bay	
Michael Jordan	Monterey Beach Hotel	
Casey Swanston Edwards	Monterey Marriott	
VACANT-Kaylani McGregor	InterContinental The Clement	
VACANT- Nicole Turo	The Quail	
Allison Wied	Carmel Valley Ranch	
VACANT	Hotel Pacific, Hotel Abrego	
Terri D'Ayon Joyce	Portola Hotel and Spa	
Donna Langley	Pebble Beach Resorts	
Steve Battis	Inns of Monterey	
Will Elkington	Monterey Plaza Hotel & Spa	
Sammy Ramos	La Playa Carmel	
Tyler DeWittie	Kimpton Mirador	
Janet Fagan	Courtyard/Residence Inn Sand City	
Communication Only		
Chase Ramirez	Hilton Garden Inn	No meetings in 2 yrs
Will Brandon	Ventana Big Sur	No meetings in 2 yrs
Katie Jolan	Marriott Regional Sales	

MARKETING COMMITTEE

Name	Organization	Role
Sue Dreyer	Inns of Monterey	Chair (Proposed)
Mandy Linquist	Salinas Rodeo	
Jackie Olsen	Portola Hotel & Spa	
Trenton Platt	Monterey Bay Aquarium	
Will Elkington	Monterey Plaza Hotel	
Nat Rojanasathira	City of Monterey	
Patrick Kelly	Pebble Beach Company	
Evan Loewy	Other Brother	
Janet Fagan	Courtyard/Residence Inn Sand City	
Kelli Sturges	Sanctuary Beach Resort	
Colin Twohig	Big Sur River Inn	
Gwen McGill	Santa Lucia Highlands	

VACANCIES

Name	Organization	Jurisdiction	Sector
BOARD OF DIRECTORS (DIRECTORS)			
VACANT		South County	
VACANT (Julia Chaland)	Kimpton	Pacific Grove	Lodging
VACANT		Carmel Valley	
VACANT		Carmel	At-Large
BOARD OF DIRECTORS (ADVISORS)			
VACANT	Organization	Jurisdiction	At-Large - lodging
MCTID COMMITTEE			
VACANT	Organization	Jurisdiction	County
BOARD DEVELOPMENT COMMITTEE			
VACANT	Organization	Jurisdiction	
SALES COMMITTEE			
VACANT-Kaylani McGregor	InterContinental The Clement	Jurisdiction	
VACANT- Nicole Turo	The Quail		
MARKETING COMMITTEE			
VACANT	Organization Luxury seat? Bernardus/Quail	Jurisdiction	

REGULAR AGENDA

B

See Monterey FY2026–27 Board of Directors + Committee Calendar

■ Board / MCTID
 ■ Committees
 ■ Executive
 ■ Special

July 2026

■ Wed. July 29 3:00-4:30pm: Joint Marketing & Sales – FY26–27 Plan

August 2026

No Scheduled Meeting

September 2026

■ Wed. Sept 9 10:00-11:00am: Executive – CEO Performance Review
■ **Thurs. Sept 17** **Annual Meeting: Everyone**
■ Wed. Sept 22 4:00 – 5:00pm: Board Development & EC Meeting

October 2026

■ Wed. Oct 7 3:30-5:00pm: MCTID Strategic Check-In
■ Wed. Oct 21 3:00-4:30pm: Sales Committee
■ Thur. Oct 22 3:00-4:30pm: Marketing Committee
■ Fri. Oct 23 9:30-10:30am: Finance Committee – Q1 Financials & Audit
■ Thur. Oct 29 3:00-5:00pm: Board – Audit & 990 Approval

January 2027

■ Wed. Jan 13 3:30-5:00pm: MCTID – Reforecast Approval
■ Wed. Jan 20 3:00-4:30pm: Joint Marketing & Sales – Reforecast
■ Fri. Jan 22 9:30-10:30am: Finance – Q2 Financials & Reforecast
■ Thur. Jan 28 3:00-5:00pm: Board – Reforecast Approval

March 2027

■ Thur. Mar 11 4:00-5:00pm: Board Development – Recruitment Planning

April 2027

■ Wed. Apr 14 3:30-5:00pm: MCTID Budget Workshop
■ Thur. Apr 22 3:00-4:30pm: Marketing Budget Workshop
■ Wed. Apr 21 3:00-4:30pm: Sales Budget Workshop
■ Fri. Apr 23 9:30-10:30am: Finance – Q3 Review & Budget
■ Thur. Apr 29 3:00-5:00pm: Joint Board + MCTID Budget Workshop

June 2027

■ Wed. Jun 9 4:00-5:00pm: Board Dev – Final Slate
■ Thur. Jun 17 3:30-5:00pm: MCTID – Elections & Budget
■ Thur. Jun 24 3:00-5:00pm: Annual Board Meeting