



**AGENDA**

MCTID Oversight Committee  
Thursday, June 18, 2026 | 3:30PM – 5:00PM  
Monterey Plaza Hotel & Spa, Carmel Room

**CALL TO ORDER**

**PUBLIC COMMENT**

*This portion of the meeting is reserved for members of the public to address the MCTID Oversight Committee on any matter not on this agenda but under the jurisdiction of the Committee.*

**STAFF ANNOUNCEMENTS**

**CONSENT AGENDA**

A. Minutes of the April 8, 2026 MCTID Oversight Meetings  
Recommended Action: Approve the draft minutes as presented.

**REGULAR AGENDA**

- A. Summer 2026 Outlook  
Recommended Action: Receive the presentation and provide See Monterey staff with feedback
  
- B. Committee Members and Chair Elections and Meeting Schedule  
Recommended Action: Elect Committee Chair / Vice Chair, BOD Representation for FY2026–27.
  
- C. Jurisdiction Investment Update  
Recommended Action: Status of Jurisdiction Partnerships
  
- D. Film Commission & See Monterey Positioning  
Recommended Action: Revisit options and ideas regarding taking on the MC Film Commission and how it relates to See Monterey's position as the 'trusted source' for tourism related information.

**COMMITTEE MEMBER ANNOUNCEMENTS**

**GOOD OF THE ORDER**

**NEXT MEETING:** Wednesday, October 7, 2026 3:30 PM

**ADJOURN**

[www.SeeMonterey.com](http://www.SeeMonterey.com)

## Meeting Minutes

MCTID Oversight Committee

Wednesday, April 8, 2026; 3:30pm – 5:00pm

InterContinental The Clement Monterey, Library

**Committee Members Present:** Chris Sommers, Janine Chicourrat, Stefan Lorch, Donna Langley, Kevin Ellis, Tim McGregor, Colin Twohig, Amrish Patel, Dale Johnson

**Staff and others present:** Rob O’Keefe, Teresa Savage, Dawn Mathes-Park, Marissa Reader, Richard Dole, Fady Hanna

CALL TO ORDER: Chris Sommers called the meeting to order at 3:32 PM.

PUBLIC COMMENT: None

STAFF ANNOUNCEMENTS: Rob O’Keefe welcomed Dawn Mathes-Park, Vice President of Marketing & Community Relations, to her first meeting. He announced an open Community Relations Manager position and recognized recent staff milestone anniversaries. Updates included Monterey County’s selection as host of the Visit California Outlook Forum in March 2027, anticipated to generate more than 1,000 room nights and \$1.5 million in economic impact. A Group Sales activation held in conjunction with the Pebble Beach Food & Wine event was noted, along with updates regarding new direct air service from Chicago and increased aircraft capacity on existing routes.

## CONSENT AGENDA

A. Minutes of the January 8, 2026 MCTID Oversight Meeting

*There was a motion to approve the Consent Agenda as presented. M/S Stefan Lorch/Dale Johnson. The motion passed unanimously.*

## REGULAR AGENDA

New Business

A. MCTID Oversight Committee Open Positions Update

Rob O’Keefe reported two current committee vacancies and recommended appointing Bob Lambert (Monterey County seat) and Fady Hanna (Sand City seat).

*There was a motion to approve the appointment of Fady Hanna and Robert Lambert to the MCTID committee. M/S Chris Sommers/Janine Chicourrat. The motion passed unanimously.*

**B. Event Strategy Update**

Rob O’Keefe provided an update on the event gap analysis being conducted by Hunden Partners, including stakeholder listening sessions held in February and site tours of area venues. The final analysis and recommendations are expected in May 2026. Current events and future strategic focus areas were also outlined.

**C. Market Intelligence and Competitive Benchmarking**

Teresa Savage reviewed market performance trends through March, noting strong growth in occupancy, ADR, RevPAR, and overall revenue countywide. The FY 2026–27 forecast was discussed, reflecting increased supply, continued revenue and ADR growth, and relatively flat occupancy. Teresa Savage highlighted new market intelligence initiatives, including Demand360, DMO benchmarking analysis, and a sales deployment assessment. A market intelligence survey will be distributed to local hotels by the end of April, and committee members were encouraged to participate and promote participation among their staff.

**D. Game Planning: FY 26-27 See Monterey Business Plan & Budget**

Rob O’Keefe presented the strategic priorities for FY 2026–27, including extended leisure markets, group business focus areas, and international markets, with key emphasis on wine and culinary, luxury, destination stewardship, and leveraging global spotlight events. Jurisdiction funding and support were discussed. The proposed FY 2026–27 budget reflects projected total revenues of approximately \$14.5 million, representing a 3% year-over-year increase.

**COMMITTEE MEMBER ANNOUNCEMENTS:** Chris Sommers announced that the Rancho Cielo Career Fair, to be held at the Monterey Plaza Hotel next Tuesday, is seeking donations of business-casual clothing for students. Janine Chicourrat shared that she is working with the Monterey County Hospitality Association to host a welcome reception for the City of Monterey’s new City Manager.

**GOOD OF THE ORDER:** Amrish Patel requested that a future meeting include a discussion on the use of artificial intelligence in group sales and meeting planning.

**NEXT MEETING:** Joint MCTID and Board of Directors, April 23, 2026

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

ADJOURN: Chris Sommer adjourned the meeting at 5:18pm.

DRAFT

## 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**  
■ Tue. 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