

## MINUTES

### MCTID Oversight Committee

Wednesday October 30, 2024- 3:30pm – 5:00pm

Monterey Conference Center- Stevenson 1, Monterey CA 93940

Committee Members Present: John Turner (Chair), , Stefan Lorch, Kevin Ellis, Tim McGregor, Chris Sommers (Vice Chair), Donna Langley, Teri Owens, Amrish Patel, Fady Hanna

Staff and others present: Rob O’Keefe, Marissa Reader, Teresa Savage, Richard Dole, Jennifer Murray, Alyssa Rendon, Denise Silva (RGS), Hartmut Ott, and Bina Patel

CALL TO ORDER: Chris Sommers called the meeting to order at 3:29pm.

PUBLIC COMMENT: None.

STAFF ANNOUNCEMENTS: Rob reviewed team member promotions, welcomed Jeniffer Murray, VP of People & Ops, noted an open Director of Public Relations position and upcoming help in the Finance Department.

### CONSENT AGENDA

A. Minutes of the June 25, 2024 MCTID Oversight Meeting

Recommended Action: Approve the draft minutes as presented.

*There was a motion to approve the Consent Agenda as presented. M/S John Turner/Kevin Ellis, Amrish Patel abstained. The motion passed unanimously.*

### REGULAR AGENDA

B. See Monterey FY2024-25 Business Plan and Budget

Rob and Teresa provided an update on Marketing and Business Development programs, strategic partnerships, and upcoming initiatives. Rob presented a recap of the Monterey County Tourism 2030 Roadmap highlighting what the future of the destination looks like and the strategic steps for managed growth. Future development of 1,000 guest rooms into the destination was presented and discussed at length.

C. Future Increase in MCTID

Rob led a discussion regarding the history of the Monterey County Tourism Improvement District plan and the upcoming projected increase in July 2025. Rob presented the upcoming jurisdiction investment considerations, opportunities to be more competitive, expanding the TID and the timeline of key actions items leading up to the increase. Stefan suggested a special meeting of the MCTID Committee be held to discuss on record the upcoming increase. Discussion ensued. Rob recommended the committee revisit the discussion during the February meeting. The committee recommended See Monterey

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

communicate to its membership the upcoming increase so everyone is aware and can make updates at their properties accordingly.

COMMITTEE MEMBER ANNOUNCEMENTS None.

GOOD OF THE ORDER None.

NEXT MEETING: February 5, 2025

ADJOURN: Chris Sommers adjourned the meeting at 5:02pm.

DRAFT