

Minutes

See Monterey Board of Directors Meeting

Friday November 1, 2024 | 9:00AM – 10:30AM

Monterey Conference Center 1 Portola Plaza, Monterey CA 93940

Bina Patel called the meeting to order at 9:05am.

PUBLIC COMMENT None.

STAFF ANNOUNCEMENTS – Rob introduced Jennifer Murray as the new Vice President of People & Operations, highlighting her contributions and responsibilities. He also mentioned Emily Evans' relocation and the ongoing search for candidates to fill accounting positions. Additionally, he discussed MCP 2030 and the business growth initiatives. Rob acknowledged Supervisor Mary Adam's long-standing contributions and collaboration by presenting her with a certificate of recognition from Senator Laird.

CONSENT AGENDA

- A. Minutes of the June 27, 2024 Board of Directors Meeting
Recommended Action: Approve the draft minutes as presented.
- B. Results Reports
Recommended Action: Receive Q1 Department Results Reports.
- C. FY2024-25 Board and Committee Meeting Schedule
Recommended Action: Approve schedule and roster changes as presented.

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

REGULAR AGENDA

- A. FY2023-24 Audited Financial Statements and 2023 IRS Form 990
Jarrod Penner from BKP presented an overview of the audited financial statements and the 2023 IRS Form 990. He noted no material weaknesses in internal controls and mentioned a significant adjustment related to website development costs. He highlighted the unmodified opinions and indicated no management letter, which reflects satisfaction with the audit process.

There was a motion to receive reports and forms and approve the FY2023-24 Audited Financial Statements as presented and recommended for approval by the Finance Committee. M/S Ed Smith / John Turner. The motion carried unanimously.

- B. Q1 Financial Review

Rob summarized the first quarter's finances, highlighting minor variances and adjustments in salaries and performance. He discussed implementing a new payroll system, ADP, and its integration with Sage Intacct and other systems. He also mentioned recent banking updates, including introducing a sweep account and electronic reimbursement for employee expenses. Rob emphasized the benefits of these changes, such as increased time efficiency and improved integration.

C. See Monterey FY2024-25 Business Plan Update

Teresa discussed the business development processes and the launch of the Group Sales brand at IMEX. Rob highlighted Brand USA's participation in travel forums and networking opportunities with CEOs nationwide. He presented the Monterey County Tourism 2030 plan, emphasizing the connections between tourism and other industries. Rob addressed the infrastructure, transportation, and housing challenges that must be resolved to support future growth. He underscored the importance of collaboration and proactive planning in managing the anticipated increase in tourism. Additionally, he stressed the significance of distributing tourism evenly throughout the county and across different seasons, which would benefit both residents and visitors.

BOARD MEMBER ANNOUNCEMENTS: Jeanine announced scholarships and Rancho Cielo's culinary roundup. Supervisor Mary Adams expressed the importance of See Monterey's work.

GOOD OF THE ORDER: Hans Uslar recommended avoiding investments in the Chinese market and instead focusing on the South Korean market. In September, TOD experienced a decline in Monterey, and residents have been growing concerned about airport noise. Additionally, Kimberly Craig was acknowledged for her contributions, as this was her final meeting.

NEXT MEETING OF THE BOARD: February 6, 2025

Bina Patel adjourned the meeting at 11:00am.

I attest that the Board of Directors approved these minutes at a regularly scheduled Board meeting on February 6, 2025.

Signed Fady Hanna, Board Secretary

Date

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MEMBERS PRESENT

Bina Patel
Donna Langley
Teri Owens
John Turner
Amrish Patel
Janine Chicourrat
Erik Uppman
Kimbly Craig
Mary Adams
Ed Smith
Barry Toepke
Amy Herzog
Stefan Lorch
Kirk Gafill
Paige Viren
Norm Groot
Hans Uslar
Dana Allen Greil

**MEMBERS
ABSENT**

Harvey Dadwal
Sylvain Briens
Kevin Ellis
Fady Hanna
Chris Sommers
Kelly Green
David Baird
Paula Joy McNab
Mike La Pier
Tonya Hufford
Jacquie Atchison
Liesbeth Visscher
Sean Panchal
Erin Sollecito
Mike LaBarre
Anna Velazquez

**GUESTS
PRESENT**

Hartmut Ott
Denise Silva
Colleen

STAFF PRESENT

Rob O'Keefe
Lindsey Stevens
Jeniffer Murray
Marissa Reader
Alyssa Rendon

DRAFT