

*Before the Board of Supervisors in and for the
County of Monterey, State of California*

Resolution No.

Adopt a resolution recognizing **Mark T. Watson** as the recipient of the Monterey County Hospitality Association (MCHA)'s prestigious Hospitality Professional of the Year award during the Association's Annual Awards Gala on March 1, 2024, and in recognition of his significant contributions to the overall good of Monterey County's hospitality industry, he is deserving of special public commendations.

WHEREAS, since 2011, **Mark T. Watson** has served on the board of directors of the Monterey County Hospitality Association for multiple terms, holding key leadership roles such as Chairman, Treasurer, and Secretary during his tenure. Over the course of more than a decade, **Mark T. Watson** has been a dedicated participant in numerous fundraising and organizational committees, a steadfast advocate for the industry in governmental affairs, and presently serves on the Finance Committee. In recognition of his considerable volunteer contributions, **Mark T. Watson** was honored with the HOSPY Award by the association in 2013; and

WHEREAS, in 2012, **Mark T. Watson** participated in the establishment of the Carmel Hospitality Improvement District and assumed the role of its inaugural Board Chairman in 2013. Additionally, he was instrumental in the formation of Visit Carmel, a non-profit organization that became the Administrator for the updated district in 2015. His commitment to the Carmel hospitality industry is further evidenced by over a decade of voluntary service as a board member and Treasurer for Visit Carmel; and

WHEREAS, after studying Business Administration at the University of Nevada, his professional journey began in 1986 at the newly reopened Robles del Rio Lodge in Carmel Valley, working closely with local industry expert Daniel Barduzzi to gain insights into hotel and restaurant management. In 1990, **Mark T. Watson** assumed the role of Assistant Manager with Gurries Management at the Tickle Pink Inn in the Carmel Highlands. By 1992, he rose to the position of General Manager, overseeing a significant renovation that earned the property the prestigious AAA Four Diamond Award the following year. **Mark T. Watson's** strategic vision prompted Gurries Management to acquire a second property in Carmel-by-the-Sea, and he continued to manage both properties until 2004; and

WHEREAS, shortly thereafter, **Mark T. Watson** took the helm at Inns-by-the-Sea, overseeing nine hotel properties on California's central coast, eventually becoming an ownership partner in its operations. Over his seventeen year tenure, he has skillfully managed the portfolio, implementing renovations, spearheading rebranding initiatives, and strategically repositioning properties to the upscale tier. **Mark T. Watson's** dedication to advancing the hospitality industry on the Monterey Peninsula persists through his ongoing involvement in the community and beyond.

NOW, THEREFORE, BE IT RESOLVED, that the County of Monterey Board of Supervisors, on behalf of the County and all residents thereof, hereby acknowledge **Mark T. Watson** for his contributions made to the welfare and improvement of the local hospitality industry, through his civic activities and community service.

PASSED AND ADOPTED on this ____ day of February 2024, upon motion of Supervisor _____, seconded by Supervisor _____ by the following vote, to-wit:

AYES:

NOES:

ABSENT:

I, Valerie Ralph, Clerk of the Board of Supervisors of the County of Monterey, State of California, hereby certify that the foregoing is a true copy of an original order of said Board of Supervisors duly made and entered in the minutes thereof of Minute Book_____ for the meeting on _____, 2024.

Dated:

Valerie Ralph, Clerk of the Board of Supervisors
County of Monterey, State of California

By _____
Deputy