



County of Monterey

BOARD OF SUPERVISORS

RESOLUTION

Resolution No.: 26-079

Adopt a resolution recognizing **Monica Tovar**)
as the **2026 Salinas Valley Chamber of**)
Commerce Citizen of the Year.....)

WHEREAS, the Salinas Valley Chamber of Commerce’s 105th Annual Awards Luncheon honors individuals and organizations whose leadership and service strengthen the Salinas Valley and Monterey County; and

WHEREAS, the Salinas Valley Chamber of Commerce honors individuals who demonstrate exceptional leadership, service, and dedication to the community; and

WHEREAS, **Monica Tovar** has been selected as **2026 Salinas Valley Chamber of Commerce Citizen of the Year** in recognition of her outstanding contributions to Monterey County through leadership, advocacy, and service; and

WHEREAS, as President and CEO of TMD Creative, **Monica Tovar** has supported businesses, nonprofits, and public organizations through strategic communications and community-focused storytelling; and

WHEREAS, **Monica Tovar** has demonstrated a deep commitment to community service through her leadership on numerous boards and organizations, including the United Way of Monterey County, CASA of Monterey County, and others; and

WHEREAS, her dedication to mentorship and leadership development has helped **Monica Tovar** cultivate the next generation of leaders in Monterey County;

NOW, THEREFORE, BE IT RESOLVED, that the County of Monterey Board of Supervisors on behalf of the County, and all its residents thereof, hereby recognizes and congratulates **Monica Tovar** as the **2026 Salinas Valley Chamber of Commerce Citizen of the Year** and commends her for her leadership, service, and lasting contributions to the community.

PASSED AND ADOPTED on this 7th day of April 2026

Wendy Root Askew
Chair Supervisor Wendy Root Askew

Kate Daniels

Vice Chair Supervisor Kate Daniels

Glenn Church
Supervisor Glenn Church

Luis A. Alejo
Supervisor Luis A. Alejo
Chris Lopez
Supervisor Chris Lopez

