



VISIT CARMEL  
BOARD OF DIRECTORS MEETING

Sunset Center – Chapman Room

Or via zoom - <https://us02web.zoom.us/j/4668305477>

Thursday, November 18, 2021 – 2:30 pm

- CALL TO ORDER ..... Rich Pepe
- PUBLIC COMMENT (please limit to three minutes for only Items not on the agenda) ..... Rich Pepe
- MINUTES ..... Rich Pepe  
Recommended Action: *Approve minutes from October 14, 2021 – Open and Closed Sessions.*
- INDUCT NEW BOARD MEMBERS ..... Amy Herzog  
Recommended Action: *Welcome new (and returning) board members.*
- FY 21-22 BUDGET ..... Mark Watson  
Recommended Action: *Board review proposed FY21-22 budget. Possible Board vote to approve.*
- DESTINATION STEWARDSHIP ..... Amy Herzog  
Recommended Action: *Discussion.*
- VISIT CARMEL EXECUTIVE DIRECTOR REPORT ..... Amy Herzog  
Recommended Action: *Receive report.*
- MARKETING & ADVERTISING ..... Jeff Burghardt/Nicole Dore  
Recommended Action: *Receive update.*
- PUBLIC RELATIONS ..... The Abbi Agency  
Recommended Action: *Receive update.*
- FINANCIAL REPORT ..... Mark Watson  
Recommended Action: *Receive report.*
- ADDITIONS TO THE AGENDA AND AGENDA ITEMS FOR NEXT MEETING ..... Rich Pepe
- ADJOURN TO CLOSED SESSION ..... Rich Pepe  
Recommended Action: *Closed session (Government Code Section § 54957) for contract review.*

The Board of Directors for Visit Carmel, Inc. generally meets 2nd Thursday of the month. To be placed on the agenda distribution list, please email: Amy Herzog, Executive Director, at [amy.herzog@carmelcalifornia.com](mailto:amy.herzog@carmelcalifornia.com).

**NOTICE TO PUBLIC.** Governor Newsom’s Executive Order N-29-20 has allowed local legislative bodies to hold public meetings via teleconference and to make public meetings accessible telephonically or otherwise electronically to all members of the public seeking to observe and to address the local legislative body. To attend via VideoConference - <https://zoom.us/j/4668305477>

*Government Code 54950 (The Brown Act)* requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.