



VISIT CARMEL (CHID)
BOARD OF DIRECTORS MEETING

Sunset Center – Chapman Room (room subject to change)
San Carlos & 9th, Carmel-by-the-Sea, CA 93921

June 1, 2017 2:30 p.m.

CALL TO ORDER/INTRODUCTIONS	Amy Johnson
PUBLIC COMMENT (please limit to three minutes for only Items not on the agenda)	Amy Johnson
MINUTES FROM MAY 4, 2017	Amy Johnson
<i>Recommended Action: approve minutes</i>	
VISIT CARMEL EXEC DIRECTOR REPORT	Amy Herzog
<i>Recommended Action: receive report on IPW, Visit Cal, Airport Grant</i>	
STAKEHOLDER REIMBURSEMENT PROGRAM	Mark Watson
<i>Recommended Action: Discussion. Possible board vote required.</i>	
MCCVB UPDATE	Jaclyn Aiello
<i>Recommended Action: Receive report.</i>	
PUBLIC RELATIONS AND SOCIAL MEDIA	Kristen Hunter
<i>Recommended Action: receive report on May PR Highlights, May press fam, and social media influencer proposal. Possible board vote required.</i>	
MARKETING AND ADVERTISING	Jeff Burghardt
<i>Recommended Action: receive reports on Art Immersion, Mindfulness Programs and Experiential Brand Image</i>	
FINANCIAL REPORT	Mark Watson
<i>Recommended Action: receive report</i>	
ADDITIONS TO THE AGENDA AND AGENDA ITEMS FOR NEXT MEETING	Amy Johnson
ADJOURNMENT	Amy Johnson

The Board of Directors for Visit Carmel, Inc. generally meets 1st Thursday of the month.

NEXT SCHEDULED MEETING: June 1, 2017. To be placed on the agenda distribution list, please email: Amy Herzog, Executive Director, at amy.herzog@carmelcalifornia.com