



**VISIT CARMEL (CHID)  
BOARD OF DIRECTORS MEETING**

Sunset Center —Chapman Room  
San Carlos and 9<sup>th</sup> Street,  
Carmel-by-the-Sea, CA 93921

October 4, 2018 2:30 pm

|                                                                                         |                |
|-----------------------------------------------------------------------------------------|----------------|
| CALL TO ORDER/INTRODUCTIONS .....                                                       | Amy Johnson    |
| PUBLIC COMMENT (please limit to three minutes for only Items not on the agenda) .....   | Amy Johnson    |
| MINUTES FROM September 6, 2018.....                                                     | Amy Johnson    |
| <i>Recommended Action: Approve minutes.</i>                                             |                |
| ELECT INTERIM CHAIRPERSON .....                                                         | Amy Herzog     |
| <i>Recommended Action: Board vote.</i>                                                  |                |
| ADOPT NEW BYLAWS .....                                                                  | Chairperson    |
| <i>Recommended Action: (If RBID Resolution passes on 10/2) Board vote.</i>              |                |
| NOMINATING COMMITTEE .....                                                              | Kevin Krueger  |
| <i>Recommended Action: Receive Committee recommendations for 2019 board.</i>            |                |
| MCCVB Report .....                                                                      | April Locke    |
| <i>Recommended Action: Receive report.</i>                                              |                |
| VISIT CARMEL EXEC DIRECTOR REPORT .....                                                 | Amy Herzog     |
| <i>Recommended Action: Receive report.</i>                                              |                |
| MARKETING AND ADVERTISING .....                                                         | Jeff Burghardt |
| <i>Recommended Action: Fall and winter campaign updates.</i>                            |                |
| PUBLIC RELATIONS AND SOCIAL MEDIA .....                                                 | Ashley Brune   |
| <i>Recommended Action: receive report on September and plans for remainder of 2018.</i> |                |
| FINANCIAL REPORT .....                                                                  | Mark Watson    |
| <i>Recommended Action: Receive report on current financials.</i>                        |                |
| ADDITIONS TO THE AGENDA AND AGENDA ITEMS FOR NEXT MEETING .....                         | Chairperson    |
| ADJOURNMENT .....                                                                       | Chairperson    |

The Board of Directors for Visit Carmel, Inc. generally meets 1st Thursday of the month. NEXT SCHEDULED MEETING: November 1, 2018. 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**

*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. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Amy Herzog at (831) 238-1849 at least 48 hours prior to the meeting. You are welcomed and encouraged to participate in this meeting. 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.