



VISIT CARMEL
BOARD OF DIRECTORS MEETING
AND ANNUAL MEETING

La Playa Carmel Hotel
8th and Camino Real
Carmel-by-the-Sea, CA 93921

November 1, 2018

3:00 pm – BOARD OF DIRECTORS MEETING

CALL TO ORDER/INTRODUCTIONS Rich Pepe

PUBLIC COMMENT (please limit to three minutes for only Items not on the agenda) Rich Pepe

MINUTES FROM October 4, 2018 Rich Pepe
Recommended Action: Approve minutes.

ELECT NEW BOARD MEMBERS Rich Pepe
Recommended Action: Re-elect Mary Crowe, Pam Sheppard, and elect Chip Rerig, Ken Spilfogel to Visit Carmel board of directors.

ADDITIONS TO THE AGENDA AND AGENDA ITEMS FOR NEXT MEETING Rich Pepe

----- REFRESHMENT BREAK -----

3:45 pm – ANNUAL MEETING

WELCOME Rich Pepe

VISIT CARMEL OVERVIEW Amy Herzog

MARKETING AND ADVERTISING PRESENTATION Jeff Burghardt

PUBLIC RELATIONS & SOCIAL MEDIA PRESENTATION Abbi Whitaker, Ashley Brune, Steven Smith

ADJOURNMENT Rich Pepe

The Board of Directors for Visit Carmel, Inc. generally meets 1st Thursday of the month. NEXT SCHEDULED MEETING: December 6, 2018. To be placed on the agenda distribution list, please email: Amy Herzog, Executive Director, at 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.