



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

Sunset Center —Babcock Room
San Carlos and 9th Street,
Carmel-by-the-Sea, CA 93921

December 6, 2018 2:30 pm

CALL TO ORDER/INTRODUCTIONS	Rich Pepe
PUBLIC COMMENT (please limit to three minutes for only Items not on the agenda)	Rich Pepe
MINUTES FROM November 1, 2018	Rich Pepe
<i>Recommended Action: Approve minutes.</i>	
SPECIAL PRESENTATION: BROWN ACT REVIEW	Dave Laredo
CARMEL INNKEEPERS ASSOCIATION	Carrie Theis
<i>Recommended Action: Receive update.</i>	
APPOINT RESTAURANT MANAGEMENT COMMITTEE MEMBERS	Amy Herzog
<i>Recommended Action: Appoint Restaurant Management Committee for one-year term.</i>	
BOARD OF DIRECTORS MEETING DATES FOR 2019	Rich Pepe
<i>Recommended Action: Review and approve proposed meeting dates for 2019.</i>	
VISIT CARMEL EXEC DIRECTOR REPORT	Amy Herzog
<i>Recommended Action: Receive report.</i>	
MARKETING AND ADVERTISING	Jeff Burghardt
<i>Recommended Action: 2018 fall campaign wrap up and 2019 winter campaign plans.</i>	
PUBLIC RELATIONS AND SOCIAL MEDIA	Ashley Brune/Steven Smith
<i>Recommended Action: receive report on October and November.</i>	
FINANCIAL REPORT	Mark Watson
<i>Recommended Action: Receive report on current financials. Review prelim 2019 budget.</i>	
ADDITIONS TO THE AGENDA AND AGENDA ITEMS FOR NEXT MEETING	Rich Pepe
ADJOURNMENT	Rich Pepe

The Board of Directors for Visit Carmel, Inc. generally meets 1st Thursday of the month. NEXT SCHEDULED MEETING: January 10, 2019. 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.