



VISIT CARMEL (CHID)
BOARD OF DIRECTORS MEETING
Sunset Center – Chapman Room
San Carlos and 9th Street,
Carmel-by-the-Sea, CA 93921

August 2, 2018

CLOSED SESSION (12 pm – 2:15 pm) Board of Directors and Advisors
Public Employee Appointment: Government Code Section (§ 54957)
Title: Marketing/Advertising Agency and Public Relations consultant contracts.

REGULAR BOARD MEETING - OPEN SESSION (2:30 pm – 4:30 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 June 7, 2018 Amy Johnson
Recommended Action: Approve minutes.

REPORT ON CLOSED SESSION Amy Johnson
Recommended Action: Vote on Marketing/PR contract renewals.

CREATE NOMINATING COMMITTEE Amy Johnson

PROPOSED CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID) Ken Spilfogel
Recommended Action: Receive update.

VISIT CARMEL EXEC DIRECTOR REPORT Amy Herzog
Recommended Action: Receive report.

PUBLIC RELATIONS AND SOCIAL MEDIA The Abbi Agency
Recommended Action: receive report on YTD accomplishments and plans for remainder of 2018.

MARKETING AND ADVERTISING Jeff Burghardt
Recommended Action: Fall campaign update.

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: September 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.