



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

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

September 6, 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 August 2, 2018	Amy Johnson
<i>Recommended Action: Approve minutes.</i>	
NOMINATING COMMITTEE	Jenny MacMurdo
<i>Recommended Action: Submit nominations for 2019 board.</i>	
CARMEL CHAMBER OF COMMERCE	Jenny MacMurdo
<i>Recommended Action: Receive update.</i>	
VISIT CARMEL EXEC DIRECTOR REPORT	Amy Herzog
<i>Recommended Action: Receive report.</i>	
PUBLIC RELATIONS AND SOCIAL MEDIA	The Abbi Agency
<i>Recommended Action: receive report on August and plans for remainder of 2018.</i>	
FINANCIAL REPORT	Mark Watson
<i>Recommended Action: Receive report on current financials and review draft of 2019 budget.</i>	
MARKETING AND ADVERTISING	Jeff Burghardt
<i>Recommended Action: Fall campaign update. 2019 draft media plan.</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: October 4, 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.