



**VISIT CARMEL**  
**BOARD OF DIRECTORS MEETING**  
**Hotel Carmel (NOTE REVISED LOCATION)**  
San Carlos and 4th  
Carmel-by-the-Sea, CA 93921

November 14, 2019 at 2:30 pm

CALL TO ORDER .....	Rich Pepe
PUBLIC COMMENT (please limit to three minutes for only Items not on the agenda) .....	Rich Pepe
MINUTES FROM October 10, 2019 .....	Rich Pepe
<i>Recommended Action: Approve minutes.</i>	
ELECT NEW BOARD MEMBERS .....	Rich Pepe
<i>Recommended Action: Majority vote required to elect John Lloyd and Ramon Serrano and re-elect Mark Watson to Board of Directors for 3-year term</i>	
APPOINT RESTAURANT MANAGEMENT COMMITTEE MEMBERS .....	Amy Herzog
<i>Recommended Action: Majority vote required to appoint to the CRID Committee: Greg Ahn, Rich Pepe, Anthony Carnazzo, Ken Spilfogel, Colleen Chen Panzuto, Sarah Kabat-Marcy, Wendy Walker for 1-year term</i>	
FINANCIAL REPORT .....	Mark Watson
<i>Recommended Action: Receive revised draft 2020 budget for review/discussion.</i>	
CARMEL RESTAURANT IMPROVEMENT DISTRICT .....	Anthony Carnazzo
<i>Recommended Action: Receive update</i>	
VISIT CARMEL EXEC DIRECTOR REPORT .....	Amy Herzog
<i>Recommended Action: Receive report.</i>	
MARKETING AND ADVERTISING .....	Jeff Burghardt
<i>Recommended Action: Receive report on October and upcoming.</i>	
PUBLIC RELATIONS AND SOCIAL MEDIA .....	The Abbi Agency
<i>Recommended Action: Receive report on October and upcoming.</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 2nd Thursday of the month. NEXT SCHEDULED MEETING: January 9, 2020 at Sunset Center. 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.