



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

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

February 7, 2019 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 January 10, 2019 Rich Pepe
Recommended Action: Vote to approve minutes.

CARMEL RESTAURANT IMPROVEMENT DISTRICT UPDATE Anthony Carnazzo
Recommended Action: Receive report.

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

MARKETING AND ADVERTISING Jeff Burghardt
Recommended Action: Receive presentation on 2019 marketing and ad campaign plans.

PUBLIC RELATIONS AND SOCIAL MEDIA Ashley Brune
Recommended Action: Receive presentation on 2019 PR and social media plans.

FINANCIAL REPORT Mark Watson
Recommended Action: Review January financials.

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: March 7, 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.