



**VISIT CARMEL**  
**BOARD OF DIRECTORS MEETING**

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

April 4, 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 March 7, 2019 .....	Rich Pepe
<i>Recommended Action: Vote to approve minutes.</i>	
OFFICER APPOINTMENTS .....	Rich Pepe
<i>Recommended Action: Vote to elect officers for one year term.</i>	
CARMEL RESTAURANT IMPROVEMENT DISTRICT UPDATE .....	Rich Pepe
<i>Recommended Action: Receive report.</i>	
MONTEREY COUNTY CVB .....	April Locke
<i>Recommended Action: Receive report.</i>	
PUBLIC RELATIONS AND SOCIAL MEDIA .....	Abbi Whitaker, Ashley Brune
<i>Recommended Action: Receive March recap.</i>	
MARKETING AND ADVERTISING .....	Jeff Burghardt
<i>Recommended Action: Receive March recap.</i>	
MADDEN MEDIA .....	Dan Janes, Alexis Favis
<i>Recommended Action: Receive presentation.</i>	
ADDITIONS TO THE AGENDA AND AGENDA ITEMS FOR NEXT MEETING .....	Rich Pepe
CLOSED SESSION .....	Board of Directors
<i>Government Code Section (§ 54957). Discussion: Consultant contract.</i>	

The Board of Directors for Visit Carmel, Inc. generally meets 1st Thursday of the month. NEXT SCHEDULED MEETING: May 2, 2019 at La Playa Hotel. 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.