



**VISIT CARMEL  
BOARD OF DIRECTORS MEETING**

La Playa Hotel  
8<sup>th</sup> and Camino Real  
Carmel-by-the-Sea, CA 93921

May 2, 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 April 4, 2019 ..... Rich Pepe  
*Recommended Action: Vote to approve minutes from Open and Closed Sessions.*

REPORT ON CLOSED SESSION ..... Rich Pepe  
*Recommended Action: Vote to renew Executive Director contract. Vote to approve month-to-month contract with Madden Media.*

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

EXECUTIVE DIRECTOR REPORT ..... Amy Herzog  
*Recommended Action: Receive report.*

PUBLIC RELATIONS AND SOCIAL MEDIA ..... Ashley Brune, Steven Smith  
*Recommended Action: Receive April recap.*

MARKETING AND ADVERTISING ..... Jeff Burghardt  
*Recommended Action: Receive April recap. Discuss Google DMO Partnership Program.*

FINANCIAL REPORT ..... Mark Watson  
*Recommended Action: Receive report.*

U.S. OPEN ..... Rich Pepe  
*Recommended Action: Discussion.*

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: June 6, 2019 at Hofsas House 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.