



**VISIT CARMEL**  
**BOARD OF DIRECTORS MEETING**  
Sunset Center – Chapman Room  
San Carlos and 9<sup>th</sup> Street, Carmel-by-the-Sea, CA 93921

August 8, 2019

**CLOSED SESSION** (12 pm – 2:15 pm) ..... Board of Directors and Advisors  
Public Employee Appointment: Government Code Section (§ 54957). *Agency consultant contracts.*

**REGULAR BOARD MEETING - OPEN SESSION** (2:30 pm – 4:30 pm)

CALL TO ORDER ..... Rich Pepe

PUBLIC COMMENT (please limit to three minutes for only Items not on the agenda) ..... Rich Pepe

MINUTES FROM June 6, 2019 ..... Rich Pepe  
*Recommended Action: Approve minutes.*

REPORT ON CLOSED SESSION ..... Rich Pepe  
*Recommended Action: Vote on Marketing/PR contract renewals.*

NOMINATING COMMITTEE ..... Mary Crowe/Pam Sheppard  
*Recommended Action: Receive update.*

POSSIBLE CHANGE IN MEETING SCHEDULE ..... Rich Pepe  
*Recommended Action: Discussion. Possible vote.*

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

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

PUBLIC RELATIONS AND SOCIAL MEDIA ..... The Abbi Agency  
*Recommended Action: Receive report on June/July and plans for remainder of 2019.*

MARKETING AND ADVERTISING ..... Jeff Burghardt  
*Recommended Action: Receive report on June/July and plans for remainder of 2019.*

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

ADDITIONS TO THE AGENDA AND AGENDA ITEMS FOR NEXT MEETING ..... Rich Pepe

ADJOURNMENT ..... Rich Pepe

**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.