



**VISIT CARMEL  
BOARD OF DIRECTORS MEETING**

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

March 12, 2020  
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 February 13, 2020 .....                                                          | Rich Pepe                 |
| <i>Recommended Action: Approve minutes.</i>                                                   |                           |
| MONTEREY REGIONAL AIRPORT .....                                                               | Michael La Pier           |
| <i>Recommended Action: Receive presentation and discussion.</i>                               |                           |
| MARKETING AND ADVERTISING .....                                                               | Nicole Dore/Bryan Tracey  |
| <i>Recommended Action: Receive report on February and Spring campaign.</i>                    |                           |
| PUBLIC RELATIONS AND SOCIAL MEDIA .....                                                       | Ashley Brune/Steven Smith |
| <i>Recommended Action: Receive report on February.</i>                                        |                           |
| NOMINATION OF OFFICERS .....                                                                  | Rich Pepe                 |
| <i>Recommended Action: Nominate chairperson, secretary, and treasurer for one-year terms.</i> |                           |
| VISIT CARMEL EXEC DIRECTOR REPORT .....                                                       | Amy Herzog                |
| <i>Recommended Action: Receive report.</i>                                                    |                           |
| FINANCIAL REPORT .....                                                                        | Mark Watson               |
| <i>Recommended Action: Review February financials.</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: April 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.