



**VISIT CARMEL
BOARD OF DIRECTORS MEETING**

By VideoConference
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April 9, 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 March 12, 2020	Rich Pepe
<i>Recommended Action: Approve minutes.</i>	
ELECTION OF OFFICERS	Amy Herzog
<i>Recommended Action: Vote to elect chairperson, secretary, and treasurer for one-year terms.</i>	
MONTEREY COUNTY CONVENTION & VISITORS BUREAU	Rob O'Keefe
<i>Recommended Action: Receive update.</i>	
VISIT CARMEL EXEC DIRECTOR REPORT	Amy Herzog
<i>Recommended Action: Receive report.</i>	
MARKETING AND ADVERTISING	Jeff Burghardt
<i>Recommended Action: Receive update.</i>	
PUBLIC RELATIONS AND SOCIAL MEDIA	Ashley Brune/Steven Smith
<i>Recommended Action: Receive update.</i>	
FINANCIAL REPORT	Mark Watson
<i>Recommended Action: Review March 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: May 14, 2020. To be placed on the agenda distribution list, please email: Amy Herzog, Executive Director, at amy.herzog@carmelcalifornia.com.

NOTICE TO PUBLIC. Governor Newsome's Executive Order N-29-20 has allowed local legislative bodies to hold public meetings via teleconference and to make public meetings accessible telephonically or otherwise electronically to all members of the public seeking to observe and to address the local legislative body. To attend via VideoConference - <https://zoom.us/j/755814391>

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. 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.