



**VISIT CARMEL  
BOARD OF DIRECTORS MEETING**

Sunset Center – Chapman Room

Or via zoom - <https://us02web.zoom.us/j/4668305477>

Thursday, December 16, 2021 – 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 ..... Rich Pepe

Recommended Action: *Approve minutes from November 18, 2021 – Open and Closed Sessions.*

DESTINATION STEWARDSHIP ..... Carmel Chamber Leadership Class

Recommended Action: *Receive presentation from independent project seeking funding.*

CLIMATE CHANGE AND TOURISM ..... Carrie Theis

Recommended Action: *Receive information.*

PROPOSED CHANGE TO ROOM REIMBURSEMENT POLICY ..... Amy Herzog

Recommended Action: *Discussion and possible board vote to amend Resolution.*

VISIT CARMEL EXECUTIVE DIRECTOR REPORT ..... Amy Herzog

Recommended Action: *Receive report.*

PUBLIC RELATIONS ..... The Abbi Agency

Recommended Action: *Receive update.*

MARKETING & ADVERTISING ..... Jeff Burghardt/Nicole Dore

Recommended Action: *Receive update.*

FINANCIAL REPORT ..... Mark Watson

Recommended Action: *Receive report.*

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

ADJOURN TO CLOSED SESSION ..... Rich Pepe

Recommended Action: *Closed session (Government Code Section § 54957) for contract review.*

The Board of Directors for Visit Carmel, Inc. generally meets 2nd Thursday of the month. 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.** Governor Newsom'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/4668305477>

*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.