



**VISIT CARMEL  
BOARD OF DIRECTORS MEETING**

by VideoConference  
<https://us02web.zoom.us/j/4668305477>  
Thursday, September 9, 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: <i>Approve minutes from July 8, 2021.</i>                                                     |                                       |
| NOMINATING COMMITTEE .....                                                                                        | Pam Sheppard                          |
| Recommended Action: <i>Nominate new and returning board members to fill expiring terms and vacant seats.</i>      |                                       |
| PROPOSAL FOR CHANGE TO FISCAL FINANCIAL CALENDAR .....                                                            | Amy Herzog/Mark Watson                |
| Recommended Action: <i>Discussion. Review draft Resolution. Review draft FY21-22 budget. Possible board vote.</i> |                                       |
| FINANCIAL REPORT .....                                                                                            | Mark Watson                           |
| Recommended Action: <i>Receive report.</i>                                                                        |                                       |
| VISIT CARMEL EXEC DIRECTOR REPORT .....                                                                           | Amy Herzog                            |
| Recommended Action: <i>Receive report.</i>                                                                        |                                       |
| PUBLIC RELATIONS .....                                                                                            | Ty Whitaker/ Liz Bowling/Trevor Birba |
| Recommended Action: <i>Receive update.</i>                                                                        |                                       |
| MARKETING & ADVERTISING .....                                                                                     | Jeff Burghardt/Bryan Tracey           |
| Recommended Action: <i>Receive update.</i>                                                                        |                                       |
| ADDITIONS TO THE AGENDA AND AGENDA ITEMS FOR NEXT MEETING .....                                                   | Rich Pepe                             |

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.