



VISIT CARMEL
SPECIAL BOARD OF DIRECTORS MEETING
by VideoConference
<https://us02web.zoom.us/j/4668305477>
Friday, September 24, 2021 – 10 a.m.

CALL TO ORDER Rich Pepe

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

TEMPORARY INCREASE OF MAXIMUM PAYABLE TO HOTELS FOR VISIT CARMEL BUSINESS Amy Herzog

Recommended Action: *Board vote to approve increase from maximum of \$150/night to \$250/night for the month of October 2021.*

Background: Visit Carmel Board of Directors passed a Resolution “Regarding Purchasing with CHID and CRID Assessed Businesses” on July 6, 2017 and then updated on January 10, 2019. It authorizes Visit Carmel staff to conduct business directly with “interested businesses” while also complying with its Conflict of Interest policy. The Resolution specifies: “The maximum reimbursement rate for lodging accommodations is \$150 per room per night (not including taxes) unless otherwise approved by the Board of Directors.”

Discussion: Due to current high demand, Carmel hotels (interested businesses) are busier than usual for October and average rates for rooms are higher than normal. As such, it becomes a financial burden on the hotel to provide a room at the maximum of \$150/night when that room would rent at a much higher rate and is likely to be sold due to high demand. Proposal is to temporarily raise the maximum rate to \$250 per night for the month of October 2021.

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.

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 (and 24 hours for a special 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.