



VISIT CARMEL
BOARD OF DIRECTORS MEETING
via zoom - <https://us02web.zoom.us/j/4668305477>

Thursday, January 13, 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 December 16, 2021 – Open and Closed Sessions.</i>	
NEED FOR VIRTUAL MEETINGS	Amy Herzog
Recommended Action: Discuss and consider the health and safety circumstances and <i>vote</i> to continue meeting virtually under the AB361 modified requirements.	
MONTEREY COUNTY CONVENTION & VISITORS BUREAU	Lindsey Stevens
Recommended Action: <i>Receive information.</i>	
VISIT CARMEL EXECUTIVE DIRECTOR REPORT	Amy Herzog
Recommended Action: <i>Receive report.</i>	
MARKETING & ADVERTISING	Jeff Burghardt/Nicole Dore
Recommended Action: <i>Receive update.</i>	
PUBLIC RELATIONS	The Abbi Agency
Recommended Action: <i>Receive update.</i>	
FINANCIAL REPORT	Mark Watson
Recommended Action: <i>Receive report.</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.

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.