



VISIT CARMEL
BOARD OF DIRECTORS MEETING
Sunset Center – Chapman Room
9th and San Carlos, Carmel-by-the-Sea
and
via zoom - <https://us02web.zoom.us/j/4668305477>

Thursday, November 10, 2022 – 2:30 pm

CALL TO ORDER	Chair
PUBLIC COMMENT (please limit to three minutes for Items not on agenda)	Chair
MINUTES	Chair
Recommended Action: <i>Approve minutes from October 13, 2022.</i>	
BOARD OFFICER CHANGE	Amy Herzog
Recommended Action: <i>Make motion and vote to approve Pam Sheppard to assume Chair position for remainder of term. Vote.</i>	
REVISED BUDGET REVIEW	Mark Watson
Recommended Action: <i>Review new proposed projects and vote on revised FY22-23 Budget.</i>	
VISIT CARMEL EXECUTIVE DIRECTOR REPORT	Amy Herzog
Recommended Action: <i>Receive Report.</i>	
MARKETING & ADVERTISING	62Above
Recommended Action: <i>Receive campaign update and new opportunity recap.</i>	
PUBLIC RELATIONS	The Abbi Agency
Recommended Action: <i>Receive campaign updates and new opportunity recap.</i>	
FINANCIAL REPORT	Mark Watson
Recommended Action: <i>Receive October financial report</i>	
ADDITIONS TO THE AGENDA AND AGENDA ITEMS FOR NEXT MEETING	Chair
ADJOURNMENT	Chair

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.