



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

Thursday, October 12, 2023 – 2:00 pm

CALL TO ORDER Pam Sheppard

CARMEL BRAND RESEARCH Jeff Burghardt
Recommended Action: *Receive report.*

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

MINUTES Pam Sheppard
Recommended Action: *Approve minutes from August 10, 2023.*

BOARD NOMINATIONS Amy Herzog
Recommended Action: *Accept and Close Nominations for Board Seats.*

MONTEREY AIRPORT SCASDP GRANT Amy Herzog
Recommended Action: *Receive report and discuss marketing support and timing.*

EXECUTIVE DIRECTOR REPORT Amy Herzog
Recommended Action: *Receive report.*

MARKETING REPORT Jeff Burghardt
Recommended Action: *Receive report.*

PUBLIC RELATIONS AND SOCIAL MEDIA REPORT Dani Hannah
Recommended Action: *Receive report.*

FINANCIAL & MARKET SHARE REPORT Mark Watson
Recommended Action: *Receive report.*

ADDITIONS TO THE AGENDA AND AGENDA ITEMS FOR NEXT MEETING Pam Sheppard

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.