



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, November 30, 2023 – 2:30 pm

CALL TO ORDER Pam Sheppard

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

MINUTES Pam Sheppard

Recommended Action: *Approve minutes from November 9, 2023.*

APPOINT CRID MARKETING COMMITTEE Amy Herzog

Recommended Action: **Possible board vote** to approve slate of nominees to serve on CRID Marketing Committee.

MARKETING REPORT Jeff Burghardt

Recommended Action: *Receive report.*

MIDYEAR BUDGET REVIEW Amy Herzog, Jeff Burghardt, Dani Hannah

Recommended Action: *Receive recommendations for increase in marketing spend.*

Possible board vote on change to FY 23-24 Budget.

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

ADJOURN TO CLOSED SESSION Pam Sheppard

(Government Code Section § 54957) *Contract negotiation for Marketing Services agreement.*

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.