



VISIT CARMEL

BOARD OF DIRECTORS MEETING

At the Sunset Center – Babcock Room

San Carlos & 9th, Carmel-by-the-Sea

And via zoom - <https://us02web.zoom.us/j/4668305477>

Thursday, May 16, 2024 – 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 April 11, 2024*

EXECUTIVE DIRECTOR REPORT Amy Herzog

Recommended Action: *Receive report.*

MARKETING UPDATE REPORT Jeff Burghardt

Recommended Action: *Receive report.*

PUBLIC RELATIONS/SOCIAL MEDIA REPORT Dani Hannah

Recommended Action: *Receive report.*

FINANCIAL REPORT Mark Watson

Recommended Action: *Receive report on April financials.*

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

ADJOURNMENT TO CLOSED SESSION Pam Sheppard

Recommended Action: Closed session convenes (Government Code Section § 54957) to provide contract negotiations with The Abbi Agency, and annual performance review as per Executive Director agreement.

The Board of Directors for Visit Carmel, Inc. generally meets 3rd 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. *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.