VISIT CARMEL
BOARD OF DIRECTORS MEETING

Sunset Center, Chapman Meeting Room
San Carlos & 9th, Carmel-by-the-Sea
And via zoom - https://us02web.zoom.us/j/4668305477

Thursday, October 16, 2025 – 2:30 pm

CALL TO ORDER .... Mark Watson

PUBLIC COMMENT (please limit to three minutes for only Items not on the agenda) .... Mark Watson

MINUTES .... Mark Watson
Recommended Action*: **Vote to approve** minutes from September 18, 2025*

BOARD MEMBER VOTE .... Amy Herzog
Recommended Action*: Close nominations. Vote on new Board Members.*

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

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

PUBLIC RELATIONS/SOCIAL MEDIA REPORT .... Marrissa Mallory, Annika Plant and Sophia Stewart
Recommended Action: *Receive report for September.*

SEPTEMBER FINANCIAL REPORT .... Mark Watson
Recommended Action: *Receive report on September Financials.*

ADDITIONS TO THE AGENDA AND AGENDA ITEMS FOR NEXT MEETING .... Mark Watson

ADJOURN .... Mark Watson

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.