



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, December 18, 2025 – 2:30 pm

CALL TO ORDER	Carrie Theis
PUBLIC COMMENT (please limit to three minutes for only Items not on the agenda)	Carrie Theis
MINUTES	Carrie Theis
Recommended Action: <i>Vote to approve minutes from November 20, 2025</i>	
APPOINT CITY REPRESENTATIVE BOARD MEMBER	Amy Herzog
Recommended Action: <i>Vote to approve Brandon Swanson to assume Chip Rerig's term.</i>	
MIDYEAR BUDGET REVIEW	Mark Watson
Recommended Action: <i>Receive November financial report and budget recommendations.</i>	
<i>Possible vote to approve updated FY 25-26 budget.</i>	
EXECUTIVE DIRECTOR REPORT	Amy Herzog
Recommended Action: <i>Receive report.</i>	
PUBLIC RELATIONS/SOCIAL MEDIA REPORT	Marrissa Mallory, Annika Plant and Sophia Stewart
Recommended Action: <i>Receive report for November.</i>	
MARKETING UPDATE REPORT	Jeff Burghardt
Recommended Action: <i>Receive report.</i>	
ADDITIONS TO THE AGENDA AND AGENDA ITEMS FOR NEXT MEETING	Carrie Theis
ADJOURN TO CLOSED SESSION	Carrie Theis
CLOSED SESSION	Board of Directors
Public Employee Appointment: Government Code Section (§ 54957)	
<i>Title: Marketing and Media Agency Consultant contract negotiation.</i>	

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.