



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, March 20, 2025 – 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: <i>Vote to approve minutes from February 20, 2025</i>	
NOMINATE OFFICERS	Amy Herzog
Recommended Action: <i>Receive nominations for Chair, Treasurer and Secretary</i>	
ELECT CRID MARKETING COMMITTEE	Amy Herzog
Recommended Action: <i>Vote to approve slate for Restaurant Marketing Committee</i>	
SEE MONTEREY REPORT	Lindsey Stevens
Recommended Action: <i>Receive quarterly update.</i>	
EXECUTIVE DIRECTOR REPORT	Amy Herzog
Recommended Action: <i>Receive report.</i>	
MARKETING UPDATE REPORT	Jeff Burghardt
Recommended Action: <i>Receive report.</i>	
PUBLIC RELATIONS/SOCIAL MEDIA REPORT	Dani Hannah and Brittany Bober
Recommended Action: <i>Receive report.</i>	
FINANCIAL REPORT	Mark Watson
Recommended Action: <i>Receive report on February Financials.</i>	
ADDITIONS TO THE AGENDA AND AGENDA ITEMS FOR NEXT MEETING	Pam Sheppard

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.