VISIT CARMEL
BOARD OF DIRECTORS MEETING
Stilwell Hotel Meeting Room
San Carlos & 5th, Carmel-by-the-Sea
And via zoom - https://us02web.zoom.us/j/4668305477

Thursday, July 17, 2025 – **2:00** 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*: **Vote to approve** minutes from June 19, 2025*

CARMEL INTERNATIONAL FILM FESTIVAL .... Annette Caton
Recommended Action: *Receive presentation.*

SEE MONTEREY .... Lindsey Stevens
Recommended Action: *Receive quarterly update report.*

REPORT OUT FROM CLOSED SESSION .... Carrie Theis
Recommended Action: *Receive report from Closed Session re: employment contract **(**§ 54957)*

RESOLUTION TO CREATE AN EMPLOYMENT POSITION .... Amy Herzog
Recommended Action: *Review and **Board Vote** to approve.*

FY 25-26 BUDGET PRESENTATION AND END OF FY FINANCIAL REPORT .... Mark Watson/Amy Herzog
Recommended Action: ***Board Vote** on FY25-26 Budget and receive report on June/end of year Financials.*

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 and Sophia Stewart
Recommended Action: *Receive report.*

ADDITIONS TO THE AGENDA AND AGENDA ITEMS FOR NEXT MEETING .... Carrie Theis

ADJOURN .... Carrie Theis

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.