CRID MARKETING COMMITTEE MEETING

at Sunset Center, Chapman Room
And via zoom - https://us02web.zoom.us/j/4668305477
Tuesday, November 10, 2026
10:00 – 11:30 am

CALL TO ORDER ..... April Montgomery

PUBLIC COMMENT (please limit to three minutes for only items not on the agenda) .... April Montgomery

APPROVE MINUTES from October 13, 2026 ..... April Montgomery
*Recommended Action: **Vote** to approve minutes with any needed corrections*

CARMEL CULINARY WEEK 2027 PLANNING ..... Lee Morcus
*Recommended Action: Review, discuss and **vote** on recommendations from Ad Hoc Committee to Visit Carmel Board regarding:*

- *Proposed events*
- *Restaurant participation standards*
- *Stipend guidelines*
- *Other policies*

CRID MARKETING COMMITTEE VACANCY POLICY ..... Amy Herzog
*Recommended Action: Review, discuss and **possible vote** on policy*

RESTAURANT INDUSTRY DESIGNEE FOR VISIT CARMEL BOARD VACANCIES ..... April Montgomery
Recommended Action: Update CRID Board on Visit Carmel vacancies, discuss policy of recommending qualified restaurant industry representatives to fill vacant industry-designated seats.

TWELVE-MONTH MARKETING, ADVERTISING & EVENTS PROGRAM ..... April Montgomery
Recommended Action: Introduce and discuss ideas for developing a coordinated, year-round marketing, advertising, and events calendar for Carmel-by-the-Sea. Specifically:

- *opportunities to build on existing community events*
- *expand successful programs*
- *create stronger partnerships with local businesses and organizations*

ADDITIONS TO THE AGENDA AND AGENDA ITEMS FOR NEXT MEETING ..... April Montgomery

- Next meeting scheduled for Tuesday, December 8, 2026

ADJOURNMENT ..... April Montgomery

NEXT SCHEDULED MEETING: CRID meetings generally take place on the second or third Tuesday of every other month. To be placed on the agenda distribution list, please email: Amy Herzog, Executive Director, at amy.herzog@carmelcalifornia.com.

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 or Committee. The Agenda provides a general description and staff recommendations; however, the Board of Directors or Committee may take action other than what is recommended.