



VISIT CARMEL/CRID MEETING

at Sunset Center, Chapman Room

And via zoom - <https://us02web.zoom.us/j/4668305477>

Tuesday, February 10, 2025

10:00 am

CALL TO ORDER Ken Spilfogel

PUBLIC COMMENT (please limit to three minutes for only items not on the agenda) Ken Spilfogel

APPROVE MINUTES from October 14, 2025 Ken Spilfogel

Recommended Action: Vote to approve minutes.

ELECT COMMITTEE CHAIRPERSON Amy Herzog

Recommended Action: Close nominations and vote to elect CRID Committee Chair

ADMINISTRATIVE UPDATE Amy Herzog

Recommended Action: Receive report

MARKETING REVIEW AND UPDATE Jeff Burghardt

Recommended Action: Receive report

PR/SOCIAL MEDIA REPORT J/PR

Recommended Action: Receive report

CARMEL CULINARY WEEK 2026 Marketing Team plus Good Roots

Recommended Action: Receive report

ADDITIONS TO THE AGENDA AND AGENDA ITEMS FOR NEXT MEETING Ken Spilfogel

ADJOURNMENT Ken Spilfogel

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.