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, November 19, 2026 – 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*: **Vote to approve** minutes from October 15, 2026*

NOMINATING COMMITTEE ..... Pam Sheppard/Susan Dampier
Recommended Action: Committee review of process. Optional candidate statements. ***Board vote on** open Regular Board seats and Advisory seats. New board terms effective immediately.*

< 5 MINUTE RECESS AND SEATING OF NEW BOARD MEMBER >

CRID MANAGEMENT COMMITTEE ..... Amy Herzog
Recommended Action: *Review the slate of nominees for the CRID Management Committee and (retroactively) **vote to appoint by the Board**.*

CARMEL CULINARY WEEK
Recommended Action: *Review and discuss below topics, **possible board vote** where indicated.*

1. Overview of Culinary Week Ad Hoc Committee and CRID Committee recent activities and recommendations ..... Lee Morcus
2. Update on Signature Events with specific dates, locations, attendance #s and ticket prices. ***Possible board vote.*** ..... Lee Morcus
3. Propose increased stipends (and expectations) for CRID restaurants and wineries participating in Signature Events to be paid directly by Visit Carmel. ***Possible board vote.*** ..... Greg Ahn
4. Discuss potential financial restructuring wherein Visit Carmel collects ticket sales (serves as "bank") for existing and future events. ***Possible board vote.*** ..... Greg Ahn
5. Explore/review potential goal of consolidating all ticket sales, via ticket sales platforms from Good Roots, Carmel Chamber, or Visit Carmel. ***Possible board vote*** ..... Greg Ahn
6. Review and discuss proposal for Carmel-by-the-Glass be added as a Signature Event to Carmel Culinary Week. ***Possible board vote*** ..... April Montgomery

MARKETING PREPAREDNESS FOR WINTER WEATHER ..... Amy Herzog/J/PR
Recommended Action: *Receive report including Crisis Communications Plan and advance marketing prep for winter weather.*

FINANCIAL REPORT ..... Mark Watson
Recommended Action: *Receive October financials. (Correction made to beginning cash balance*)*

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

ADJOURN ..... Carrie Theis