



VISIT CARMEL
BOARD OF DIRECTORS MEETING
Sunset Center, Chapman Meeting Room
San Carlos & 9th, Carmel-by-the-Sea
And via zoom - <https://us02web.zoom.us/j/4668305477>

Thursday, April 16, 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: <i>Vote to approve minutes from March 19, 2026</i>	
CARMEL BACH FESTIVAL	Becca Lancaster
Recommended Action: <i>Receive update on Carmel Bach Festival</i>	
FINANCIAL REPORT	Mark Watson
Recommended Action: <i>Review March financials.</i>	
FY 26-27 DRAFT BUDGET	Mark Watson, Amy Herzog
Recommended Action: <i>Receive draft FY 26-27 budget for board input</i>	
FY 26-27 MARKETING PLANNING PRESENTATION	Burghardt+Dore, J/PR
• Objectives and Strategies • What's Working, Projects in Progress • Trends and Opportunities • 2026-27 Recommended Marketing Strategy and Direction • 2026-27 Recommended PR/Social Media Strategy and Direction	
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.