



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, June 18, 2026 – **2:00 pm**

CLOSED SESSION Board of Directors
Public Employee Appointment: Government Code Section (§ 54957)
Title: Executive Director employment contract.

OPEN SESSION – REGULAR BOARD OF DIRECTORS MEETING at 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 May 21, 2026***

FY 26-27 DRAFT BUDGET Amy Herzog

Recommended Action: *Receive revised draft FY 26-27 budget. **Possible Board vote to approve.***

CARMEL CULINARY WEEK DEBRIEF Marketing Team

Recommended Action: *Receive report.*

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, Taryn Rosenbaum, Sophia Stewart

Recommended Action: *Receive report for May.*

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.