



VISIT CARMEL
BOARD OF DIRECTORS MEETING
Stilwell Hotel Meeting Room
San Carlos & 5th, Carmel-by-the-Sea
And via zoom - <https://us02web.zoom.us/j/4668305477>

Thursday, July 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 June 18, 2026</i>	
NOMINATING COMMITTEE	Amy Herzog
Recommended Action: <i>Form Ad Hoc Nominating Committee to review potential available Board Seats.</i>	
<i>Possible Board vote to approve.</i>	
SEE MONTEREY	See Monterey staff
Recommended Action: <i>Receive quarterly report.</i>	
EXECUTIVE DIRECTOR REPORT	Amy Herzog
Recommended Action: <i>Receive report.</i>	
MARKETING UPDATE REPORT	Jeff Burghardt
Recommended Action: <i>Receive report June and year-end review.</i>	
PUBLIC RELATIONS/SOCIAL MEDIA REPORT	Marrissa Mallory, Taryn Rosenbaum, Sophia Stewart
Recommended Action: <i>Receive report for June and year-end review.</i>	
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.