

**MINUTES
CITY COUNCILWORK STUDY SESSION
CARMEL-BY-THE-SEA**

Monday, July 11, 2016

Mayor Dallas called the meeting to order at 4:30PM.

ROLL CALL

Present: Council Members Hardy, Reimers, Richards, Theis, and Mayor Dallas.

Absent: None

Staff: Chip Rerig, City Administrator
Don Freeman, City Attorney
Paul Tomasi, Police Commander
Marc Wiener, Interim Planning Director
Mike Calhoun, Director of Public Safety
Maxine Gullo, Human Resources Manager
Janet Bombard, Library and Community Activities Director
Ashlee Wright, City Clerk

PUBLIC APPEARANCES

The following members of the public spoke during public appearances: Richard Kreitman and Lauren Kattrell-Banner.

ORDERS OF BUSINESS

Item 1: Receive presentations from representatives from the Monterey Bay Aquarium, Monterey County Convention and Visitors' Bureau, Burghardt+Dore, Carmel Chamber of Commerce, receive community input, and provide staff with direction on marketing for the City of Carmel-by-the-Sea.

City Administrator Chip Rerig provided opening remarks.

Mimi Hahn, Vice President of Marketing for the Monterey Bay Aquarium, gave a presentation and responded to questions from the Council and the public.

Rob O'Keefe, Vice President/ Chief Marketing Officer for the Monterey County Convention and Visitors' Bureau, gave a presentation on marketing efforts and responded to questions from the Council and the public.

Jeff Burghardt, President and Creative Director of Burghardt+Dore, gave a presentation on marketing efforts and responded to questions from the Council and the public.

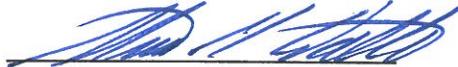
Monta Potter, President and Chief Executive Officer of the Carmel Chamber of Commerce, and Krystlyn Giedt, Operations Specialist, gave a presentation on marketing efforts and responded to questions from the Council and the public.

Further Council and public discussion followed.

ADJOURNMENT

There being no further business Mayor Dallas adjourned the meeting at 6:50PM.

APPROVED:



Steve G. Dallas, Mayor

ATTEST:



Ashlee Wright, City Clerk