



VISIT CARMEL (CHID)

BOARD OF DIRECTORS REGULAR MEETING

Sunset Center, Bingham Room (Meeting room subject to change)

SE of 7th Avenue on San Carlos, Carmel-by-the-Sea, CA 93921

Thursday, April 7, 2016 3:00 p.m.

CALL TO ORDER/INTRODUCTIONS	Amy Johnson
PUBLIC COMMENT (please limit to three minutes for only Items not on the agenda)	Amy Johnson
APPROVAL OF MINUTES	Amy Johnson
<i>March 3, 2016 CHID meeting minutes will be reviewed, discussed and considered for approval</i>	
FINANCIAL REPORT	Mark Watson
PUBLIC RELATIONS UPDATE	Kristen Hunter
<i>FAM Trip March 14-17 recap, Centennial Committee Assistance, Press Release Schedule</i>	
MARKETING RECAP & DISCUSSION OF DIRECTION FOR 2016	Jeff Burghardt/Kristen Hunter
<i>Winter Advertising Campaign recap, Remainder of 2016 Plan</i>	
DISCUSSION OF CONTRACTED PERSON TO REPRESENT VISIT CARMEL	All
<i>Responsibilities & Qualifications</i>	
DISCUSSION OF CARMEL EVENT SUPPORT	All
<i>Which Events, Type of Support, Specifications for Support</i>	
NOMINATIONS COMMITTEE REPORT ON OPEN BOARD POSITIONS	Berit Keeble/Monta Potter
<i>1 At Large Position, 1 and possible 2 Innkeepers Positions</i>	
ADDITIONS TO THE AGENDA AND AGENDA ITEMS FOR NEXT MEETING	Amy Johnson
ADJOURNMENT	Amy Johnson

The Board of Directors for Visit Carmel, Inc. will meet on the 1st Thursday of the month at 3 p.m.

NEXT SCHEDULED MEETING: May 5, 2016 at Sunset Center. To be placed on the agenda distribution list, please email: Berit Keeble, Secretary, at berit@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. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Amy Johnson at (831) 625-3263 at least 48 hours prior to the meeting. You are welcomed and encouraged to participate in this meeting. 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. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. 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.