

**HOSPITALITY IMPROVEMENT DISTRICT (HID)  
ADVISORY BOARD - Meeting Agenda**

Thursday, January 22, 2015 at 3:00 p.m.  
Sunset Center, Bingham Room

CALL TO ORDER .....	Mark Watson
PUBLIC COMMENT (please limit to three minutes for only Items not on the agenda) .....	Mark Watson
APPROVAL OF PRIOR MEETING MINUTES .....	Mark Watson
ADMINISTRATOR/FINANCIAL REPORT .....	Monta Potter/Kyle Stewart
PUBLIC RELATIONS UPDATE .....	Amy Johnson/Hunter PR
DESTINATION MARKETING REPORT .....	Safarina Maluki
CARMEL-BY-THE-SEA VISA VUE PRESENTATION .....	Monta Potter
UPDATE OF SMG TOURISM STRATEGY PLAN .....	Mark Watson
ADDITIONS TO THE AGENDA .....	Mark Watson
ADJOURNMENT .....	Mark Watson

The HID Advisory Board generally meets monthly, on the 4<sup>th</sup> Thursday at 3 p.m.

NEXT SCHEDULED MEETING: February 26, 2015 at a Sunset Center, Bingham Room

To be placed on the agenda distribution list, please call or email:  
Safarina Maluki at 831.704.6317 or [safarina@carmelcalifornia.org](mailto:safarina@carmelcalifornia.org)

The HID Advisory Board does not discriminate against persons with disabilities. Should you need assistance or accommodations, please contact The City of Carmel-by-the-Sea.

Any writings or documents provided to a majority of the Board regarding any item on this agenda will be made available for public inspection at The City of Carmel-by-the-Sea, during normal business hours.